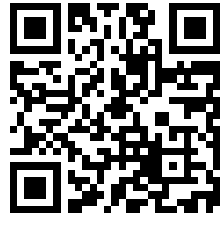
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Art in Advertising

March, 1891.

Price, 10 cents. $1.00 per year.

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High-Class Advertisers

May be interested to know that the paid circulation of

The Ladies' Home Journal

IS NOW FULLY

Six Hundred Thousand Copies

(600,000) **EACH ISSUE**



THE high literary standard of the JOURNAL, representing in its columns the most eminent writers of the world, together with its artistic excellence, assures an audience of the highest possible character.

Present advertising rate, $2.50 and $3.00 per line. Its space, unequalled to the demand by half, will shortly be advanced to $3.00 and $4.00 per line each insertion.

——CURTIS PUBLISHING COMPANY, Philadelphia, Pa.——

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

NEW SERIES. MARCH, 1891. VOL. III. NO. 1.

Published by THE ART IN ADVERTISING CO.,
35 & 37 FRANKFORT STREET, NEW YORK.
H. C. Brown, Business Manager.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

OUR SECOND YEAR.

THE year just closed has eclipsed our most sanguine expectations. We have made many warm friends. Our subscription-list contains no D. H's, and we still stick to our first love—no sample copies.

With increased resources, therefore, we hope to make ART IN ADVERTISING better, brighter, and more instructive than ever before. We will always find room for improvement till we die or resign.

THE "MAKE UP A LIST" PRIZE.

THE number of lists received for this prize have been much smaller than we anticipated. We have therefore extended the time until March 20th, 1891, after which date no answers will be received. We trust our subscribers will take advantage of the postponement and send in their lists.

THE following letter from Mrs. Virginia Frazer Boyle, the authoress of the dialect story issued in *The Century*, from which the extract printed in our December number is taken, is the outcome of our communication to Mr. Gilder requesting him to decide which was the best translation :

Yours of January 28th, with enclosures, has been forwarded me from Memphis. I am inclined to exclaim, "Here is richness!" . . . The decision depends very much upon what Mr. Fulkerson considers "current English," for correct English his *translations* are not. The Africo-American, simon pure, runs contra in thought and expression to the Caucasian-American, simon pure, and though a literal translation of the Greek or Latin Classics may serve the ordinary lingual student, a correct "translation" of the former would require an absolute transposition of ideas. However, all considered, I have weighed the matter well, have faithfully read aloud the enclosed "translations," giving to each production, respectively, the Massachusetts intonation and the wild and woolly Western "R;" though I never enjoyed the privilege of being a school marm, and am not experienced in "passing upon" childish productions, in view of careful wording and painstaking bracketing of elided words, and other evidences of a precocious juvenility, I would award the apple to the paper signed "E. R. Stabler;" but the poor old "nigger," in Hardeman, who told the story, would indignantly inform the aforesaid "E. R.," "Dat I 'low he hain't got de sense *he* were borned wid, for how, in de name er Juba, were Mac borned de same year wid me, w'en dis ole nigger were he daddy!" Sincerely, VIRGINIA FRAZER BOYLE.

We stated in our February number that we would have to call the dialect prize off, but we take it all back since the editor of *The Century* has kindly decided for us that Mr. E. R. Stabler is the lucky man.

THE only excuse we can give for the tardiness of our appearance this month is the fact that the compositors of our printers, the Burr Printing House, went on a strike, which, of course, delayed us very much. We trust our subscribers will forgive this unavoidable delay.

Wilson
FEB 26 '29
430091
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THIRTY-THREE STEENTH ST., EAST.

A TRAGEDY.

BY THE GHOST OF WILLIE SHAKESPEARE.

Dramatis Personæ.

RICHARD WATSON GULLDER.....*Duke of Washington Square.*
ROBERT F. SCOOT.....*First Lord of Treasury.*
MARY MOPES DAWDGE.....*Aunt to the Duke and in love with Rembrandt.*
CHARLES P. WESTCHESTER.....*Who Looks like Thackeray.*
WILLIAM WORDSWORTH ALLITSWORTH.....*Cousin to Rameses III. and friend to the Egyptians.*
GEORGE H. HAYSIN.....*Barker to the Company.*
L. W. FREEZEYER.....*Keeper of the Luxembourg.*

Soldiers, War Articles, Typewriters, Stenographers, Messengers, and Riffraff generally.

(Time, the present. Scene, interior of the Publication Office.)

ACT I.

Enter L. R. *the* DUKE. *Slow music, subdued light.*

Duke. Methought I heard Leo barking again, or was it merely Haysin nipping some duffer for an inset? (*Listens.*) I must have been mistaken. Ever since I heard those whispers about assassinating men in high places I have been more or less nervous. (*Shudders.*)

Enter HAYSIN.

Haysin. Good-morning, Duke. Have you used Pears' Soap?

The Duke. Avaunt, caitiff! You weary me.

[*Exeunt to see* CLEVELAND.

Enter ALLITSWORTH.

Allitsworth. Got off some stuff to boom the dictionary last night, Haysin. Great, too! You wouldn't think it was an Ad. at all. "Spoiling the Egyptians," I call it. Listen! (Reads two paragraphs containing twenty-three historical and classical references.) Minute a man gets through reading that he'll want a dictionary!

Haysin. You bet, and he won't be happy till he gets it!

Enter WESTCHESTER *amid waving of banners, blare of trumpets, etc., etc.*

Allitsworth. Thank Heaven, he's safe. But stay, his highness trembles! What ho! without there!

[*Troopers rush to the support of* WESTCHESTER.

Allitsworth. What ails my lord?

Westchester. Nothing, your majesty. I spent the night in Brooklyn and had nothing to read but the last number of the *Sentury*, that's all. I'll be better presently. (*Faints.*)

Enter GULLDER.

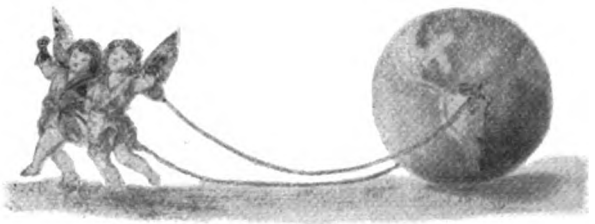
Gullder. What was that remark the country made not long ago to Mr. Cleveland regarding the tariff?

Haysin. You press the button, we do the rest.

Gullder. Ah, yes! thanks.

[*Exeunt all.*

CURTAIN, GREEN LIGHTS, MUSIC.

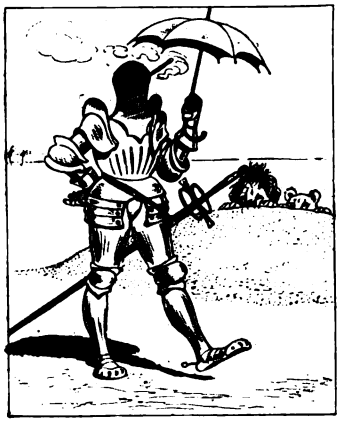


WE LEAD THE WORLD IN GLOVES.

From Miss Clara Wheeler.

IT does not cost much, but is very useful (we mean the binder). Cleanliness is next to godliness, neatness is next to cleanliness; moral, send for a binder. (60 cents, post-paid.)

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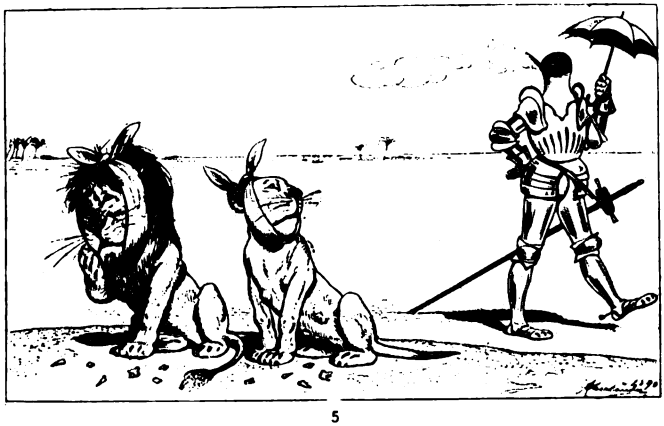
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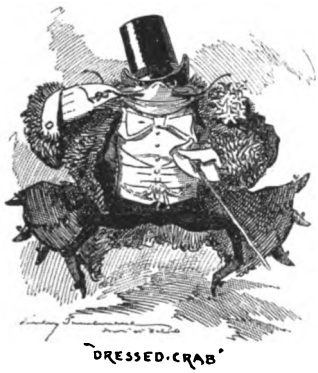
AN ALLEGORY.

Showing that a man who reads ART IN ADVERTISING is adamant against the most unscrupulous agents.

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RANDOM NOTES

I HAVE been looking over a late number of *Punch*, which I came across by accident the other day, and wondered if the famous paper was so tremendous a success after all. It certainly did not have about it the air of great prosperity, if you may judge from its advertisements, which filled two pages beside the space occupied by the ubiquitous Pears' Soap announcement. My experience with the text was the same as that of the American Humorist, who looks upon it as a very serious affair indeed. The only bit of amusement that I could abstract from the paper was Lindsey Sandbourne's "Dressed Crab," the rest was all Greek to me. I cannot see why the fun in *Punch* should be any less intelligible to an American than the humor of *Fliegenden Blätter*, which is always spontaneous. It stands to reason that *Fliegenden Blätter* must be the better paper, as it always prints, as I noted last month, more advertising than text, as all well, conducted journals should.



* * *

Apropos of my remark in the January number, a correspondent sends me the following :

Herbert Booth King, or his Brother, has actually got hold of an idea—a dash. He will probably never let go. If that dash were a dog, he'd 've had the Cruelty Society after him long ago.

It was a very good hit to clip into an advertisement with a pair of scissors—begin and end with a dash—but to keep it up four years and a half is like saying "Good-morning, have you, etc., etc.," at all hours of the day and night.

If I were selling "ideas," I'd keep some stock.

I WAS talking with the publisher of one of the big magazines a few days ago, and the conversation turned upon casuistry, and he gave it as his confirmed belief that advertisers willfully deceived or deliberately lied five times when an advertising agent lied once. He was not convinced that the agent's regard for truth was as high as it should be, but when it comes to prevarication, the "agent is not in it." I confess I was startled to hear so unconventional a statement, but I am now about ready to accept it as a fact.

* * *

WHEN it comes to breaking a rate there appear to be but few schemes to which an advertiser will not resort. He will begin by telling the agent that he can get better rates from his chief competitor ; this he will do on general principles, whether he has rates from another man or not. He will go on then and abuse the journal in which he is most anxious to buy space, and put himself in a false position from beginning to end for a cent a line—at least I have known advertising managers who would.

* * *



MY amiable umbrella friend, Mr. Joseph Wright, of Glasgow, sends me a collection of his latest literary remains advertising his famous Drooko Umbrella, which I find highly instructive. Here, for example, is one of the proprietor's countrymen without an umbrella, which is as good as anything Leech ever drew. He sends me also a Scotch song entitled "Aye Work Awa' ; " the music is composed by William Moodie, and the words, as the title says, by "Joseph Wright, with nerve." I don't know which to admire most, his nerve in composing it or his nerve in expecting a plain, untutored

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American to understand it. It reads very musically, but it would take the Century Dictionary in full sheep to tell what it's all about. But forgive me, Mr. Wright. I wish our American Advertisers took as much pride in making good stock as you do.

* * *

WHY doesn't some clever body—the Ridge's Food People, for example (if this should win the $1000 prize, please send it along)—make a box of cheap blocks for children, with pictures and letters which, when properly put together, should read "Absorb Ridge's Food," or some such remark?

* * *

JUST one more addition to our gallery of honors. This is an advertisement cut from the *Youth's Companion*. The price is five dollars

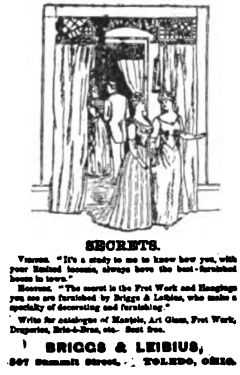


a line. It looks more like an advertisement of Rising Sun Stove Polish.

* * *

THE unreasonable advertisers who complain now and then that the magazines run too much advertising, should look over some of the recent copies of *Fliegenden Blätter*, the great German funny paper. The issue of December 14th, for instance, which is before me, contains twenty-four pages of advertisements and eight pages of text and pictures. I presume our magazine friends would say that this is about the right average. *Fliegenden* sprinkles humorosities among the pages, which mitigates the offence somewhat, and the Teutonic wit displayed in some of these advertisements are worth the price of admission.

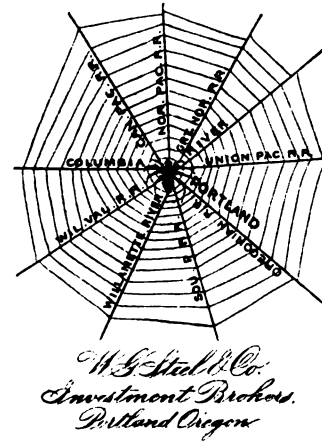
MESSRS. BRIGGS & LEIBUS, of Toledo, word their advertisements with a grace and dignity worthy of a cabman. A woman, no matter how great a parvenue, who could calmly ask the hostess how she managed to furnish so well on her limited income, would hardly stand high among the 400, or among well-bred people whom our Toledo friends are anxious to please.



CURIOSITIES OF ADVERTISING.

Is Steel the spider and his public the victims?

THE contents were circulars regarding Oregon investments!



ANOTHER curiosity. Adams Express Co. are giving away a blotting pad with a celluloid top, which is ornamented with a coat-of-arms thus—

"Let 'em Wait.
Figure of boy blowing soap-bubbles.
Snail.
Three rafts propelled by a tiny sail.
Diligenter nequaquam."



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OUR OWN SERIAL.

WRITTEN AND ILLUSTRATED BY OURSELVES.

THE busy day was drawing to a close, the deep rumble of the wheels on the pavements, the faint murmuring of hurried feet was quieting as the last rays of the sun faded from an elegantly furnished apartment in The Stickemon on Fifth Avenue, New York. It was one of those $2500 a year suites which needs to be seen (an agent in constant attendance) to be appreciated. An air of refinement pervaded the place ; the delicate chime of the pretty clock on the mantel-piece, bought from D. W. P. Johnson on the Bowery, reminded the one occupant of the room, a fair young girl, scarcely twenty, whose matchless complexion bespoke the use of a soap much praised by one Lyman D. Morse, that she could now have but a few fleeting moments to wait in anxious solitude. Amaryllis, for this was the young lady's name,



crossed the almost darkened room, pulled up the James G. Wilson's Venetian blinds, handsomely trimmed with linen, silk or oxidized silver ladders, and looked forth upon the wonderful avenue with its long rows of Thompson-Houston Electric lights scintillating and glowing in long lines of brightness—an admirable survey of the most perfect electric system. Her gentle bosom rose and fell with swiftly increasing palpitation (for which Dr. Pierce's Favorite Prescription might well be commended) as she saw the familiar form of Algernon coming down the street.



In the corner of the room stood one of those splendid instruments so familiar to magazine readers, a beautiful Hires & Pounds Piano, complete with the new iron harp frame (made only by this house) and nothing gone but the Bang Bang. A quick whisk at her hair and a delicate bit of color in a marguerite Carnation, which blooms in four months after planting, tucked into the bosom of her gown, a little hop or two to shake her closely-fitting garment into place—only possible among ladies who, like our heroine, wear Mrs. Jenness-Miller's approved garments—and she awaited her lover.



It was but a moment before Algernon, the stripes of whose Plymouth Rock Pants were so loud that they could be distinctly heard ascending the highly polished stairs (for which this apartment house is famous), entered the room with that glow of health and freshness which Scott's Emulsion alone can give.

"Amaryllis, my darling," he murmured, as his arm stole about her Thompson's glove-fitting waist, "at last I claim you as my very own," and his face beamed in ecstasy as the delicious perfume of Lundborg's Edenia rose to his charmed senses.



The lovely head, a triumph of Mrs. Shaw's inimitable coiffure, rested for one sweet moment upon the immaculate bosom of the famous unrivalled Monarch Shirt (an illustration of which we give herewith), only to leave behind a faint pink impress of the rounded cheek, the dearest spot on earth, which Pearline alone can remove without injury to the finest fabric.

"Algernon, my love," said the girl, "Algernon, you must be my own brave sweetheart, for I have something dreadful to tell you."

(*Continued when we get more time.*)

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AN INTERESTING QUESTION.

Miss Hubb: I presume you interest yourself to some extent in the race question, Mr. Doolittle?
Doolittle: Oh, yes—naturally; a fellow likes to know which horse to put his money on, you know.

SOME THINGS WELL DONE.

A. L. Teele's (55 W. 33d St., N. Y.) little pamphlet, "Something Original."

B. F. Goodrich & Co.'s invitation to "sit" in with them during 1891. A circular which has little dignity, but seems likely to get there just the same.

The Almanac of the Detroit *Journal*. A storehouse of out-of-the-way information.

S. H. Moore & Co.'s folder on advertising in *The Ladies' World*.

"Facts Hung Out and Hung on a Line" extolling the value of the Colby Wringer. A very clever idea well carried out.

"About Advertising." Published by *Scribner's Magazine*. Good.

National Type-Writer Co.'s "Memory Jogger." Convenient.

The Daily (Chicago) *News* Almanac. A political guide as big as a dictionary and more interesting reading.

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YOUNG MEN IN BUSINESS.

When *Life* drew a cartoon of the Gates of Paradise, whereon appeared a card, "Removed to Boston," it was probably inspired by just such modest and retiring inhabitants as Mr. W. L. Fowle, of the Boston *Herald*. Mr.



Fowle is a graduate of Harvard College, owns a pew in Phillips Brooks's church, has a town house on Beacon Street, a country home at Nahant, and a plot in Mount Vernon Cemetery, besides being a regular reader of the *Atlantic Monthly*. Consequently he is not of the earth earthy as the rest of us are, and merely exists for the purpose of having his income increased every two weeks by the directors of the *Herald*.

Our art department takes a fiendish delight in maligning the features of any newspaper man who comes within their province. Hence it is that Mr. Fowle has good ground for action against them in this case. The editor hopes he will pursue them to the bitter end.

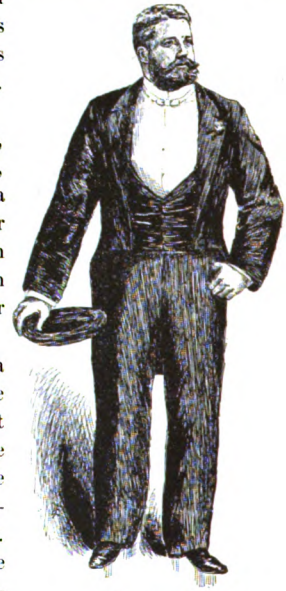
Mr. Fowle is occasionally induced to take some business for the Boston *Herald*, and is one of the best known young men in New England. His treatment of those with whom his business relations bring him in contact is always courteous, and it is a pleasure to meet him.

* * *

Mr. F. G. Barry, publisher of *The News Series*, is the owner of a signature that would do credit to a Choctaw Indian. The F. G. is all right, but the rest is a composite picture of phizz ! cat ! boom ! a-hh ! ! ! Mr. Barry's several papers show a commendable spirit of enterprise, but I hate to see so much decided ability wasted in printing a lot of nothings about a lot of nobodies. Of course I'm not a "sassiety" man and can't be expected to sympathize with the noble "400," so my criticism doesn't count for much. Mr. Barry's papers are conducted with excellent judgment, are attractively printed, and fill the requirements of his constituents in a marked degree.

* * *

James H. Beals, Jr., is Boston born, and comes from a family of newspaper men. With such an auspicious start in life it is no wonder he succeeded.



MR. BEALS.

Mr. Beals is a Union man from the word go, but is most widely known as the President of the New York Newspaper Union. Mr. Beals could write some very interesting matter on what he knows about spavin in horses, and he is also known to recommend the Tombs Lists for general advertising whenever the opportunity presents itself.

* * *

Mr. P. T. Barry beats the tom-tom in New York for the Chicago Newspaper Union, and as a representative of boiler-plate literature stands very high, his aggregation of papers

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MR. BARRY.

footing up the unlucky number of thirteen hundred. But Mr. Barry refuses to be hoodooed, and resolutely continues to do an increasing business at the old stand.

Besides the Chicago Newspaper Union, Mr. Barry finds time to look after other prominent Western papers, though I don't see how he does it. Mr. Barry is a young man, and has a delightful manner, which is accounted for by the fact that he spends more than half his time in New York, though he is claimed as a resident by the Windy City.

* * *

MR. PEARSALL, who sits in judgment on the solicitor in his eyrie in the Domestic Sewing-Machine Building, is a familiar figure. Mr. Pearsall thoroughly understands the value of courteous treatment, and is consequently well thought of by the trade. He has never been known to continue a conversation beyond the requirements of the case.

* * *

LORIN F. DELAND, one of the sweet singers of Boston, in a commercial sense, is a young man who has reached a very high position—he is next to the roof of the Equitable building. His chief claim to fame rests on his celebrated Life of Paine, wherein the doings of this gentleman are recorded with a minuteness and a fidelity that outrivals Boswell. Does Mr. Paine decide to sell a couch for seven dollars, that formerly sold for twelve? Mr. Deland announces that important step to an anxious world immediately. Does Mr. Paine desire more room for spring goods? Mr. Deland immediately notes that fact, and invites people to come and help make it by taking away some furniture at big bargains.

* * *

MR. C. S. LE BARON takes care of the Lothrop publications and is widely known among the men who have specialties for family use. One

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of his magazines is named after himself, and it keeps him on the move pretty constantly to live up to the compliment. He is a young man, and is the author of several closely-written circulars that deal more or less with the importance of advertising in his periodicals.

OLIVER FLOORWALKER.

MR. THOMAS H. EVANS, who has a modest way of referring to the San Francisco *Chronicle*, has now added the Chicago *Tribune* to his acquisitions, and will pipe his little lay for the paper that thinks New York was made from the sweepings of Chicago.

Toot, Tommy, toot !

LOST OPPORTUNITIES.

LAST Autumn the *Advance*, of Chicago, a weekly religious newspaper, published one of the best stories ever written by A. W. Tourgée, and in the opinion of many people with whom I have conversed, was a most entertaining, as well as instructive article of fiction ; in fact, a story of most absorbing interest, which would attract the attention of the great mass of middle-class people. With such a strong attraction the *Advance* should have secured at least 100,000 subscribers, and that number could easily have been obtained had the proprietors a sufficient amount of nerve to have spent $50,000 in newspaper advertising. The story was one of the strongest published that year, and will undoubtedly have a very large sale in book form, but the publishers of the periodical above mentioned lost their opportunity for a tremendous increase in their circulation, and a corresponding increase in reputation, and such a publicity as would very materially increase their advertising revenues.

Another lost opportunity occurs to me as I write, which although perhaps fifteen or twenty years old, may yet serve as an illustration. I refer to a periodical called "After Dinner," published in Boston, and edited by General John L. Swift, and another well-known literary name which I do not now recall. The Table of Contents set forth in that periodical was of the most dainty and appetizing description; it was unique, original, and sparkling, and so out of the ordinary run of literature as to win a most commanding position among the favored few who knew of its existence. It lived a fitful life of a few months, or possibly a year or two, and then died for want of "Know-how" to let the public "know how" good it was. It was all brains and no feet, and being top-heavy could not stand the superabundance of mental activity exhibited in its wonderfully well-edited pages.

Had this publication been actively pushed by extensive and judicious newspaper advertising, a most profitable property could have been built up in a year or two. For a business man with a small investment of money it would have been a most promising opportunity for a fortune; for

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certainly it was one of the best publications the "Hub" ever produced, and was capable of unlimited extent in circulation, and consequently profitable advertising patronage.

Lost opportunities are innumerable: in fact, there are many lines of business capable of almost unlimited extension had their proprietors or managers a sufficient amount of enterprise to invest boldly in newspaper advertising. Many a good article is manufactured that could, or ought, to produce a fortune for its owner, but for the fact that he has not the knowledge how to extract a fortune from it. Where this knowledge is wanting the manufacturer cannot do better than to place his advertising matters in the hands of an honest and capable Advertising Agency, which has the experience that he lacks. As an illustration of how a well advertised name or article attracts custom, I am reminded of a New York gentleman who recently visited Chicago for the first time. One of his first acts was to inquire for Gunther's and to secure a box of candy to take home as a present to his family. When questioned as to why he should care particularly to purchase candy in Chicago, he replied that the name of Gunther's candy was so familiar to him through newspaper advertising, that it was the first thing that came to his mind in connection with Chicago, and he therefore determined to take a box home. As the candy was of excellent quality, and packed in a dainty box, containing with the candy some advertising matter, and a picture of one of the handsomest confectionery stores in Chicago, the probability is, that these boxes sent by mail not only bring fresh customers, but the picture of so handsome a store creates a desire to visit that place whenever the recipient may be in Chicago. This little incident of my New York friend illustrates most clearly to me the value of an established name and reputation secured through the use of printers' ink.

Philadelphia has for years had a national reputation for its candy, and yet, no dealer in that city seems to have had sufficient enterprise to take advantage of the fact by pushing his name or wares, as in the case of his Chicago competitor; thus several opportunities are lost to Philadelphia.

There are two well-known manufacturers in New York who might, considering the quality of the goods they manufacture, double or treble their mail order business by newspaper advertising, but who seem content with the limited reputation already achieved.

Several dry-goods houses in this city are losing opportunities continually for a tremendous increase in their business by their inability to comprehend the possibilities of what might be done through Mail Order Departments, and draw customers from 10,000 different towns scattered throughout the country, had they nerve enough to advertise on as large a scale as their British contemporaries. The English drapers, as well as manufacturers, are far ahead of us in the matter of newspaper advertising, some of them, I am told, spending as high as $25,000 a year in a single publication. The most elaborate illustrations are used, and whole pages of space occupied continuously in leading publications; in fact, our English cousins never lose an opportunity to increase their trade.

CYRUS H. K. CURTIS.

LET'S TALK ABOUT THE WEATHER.

WE have often wondered why more storekeepers do not use the reports of the Signal Service Bureau for advertising. In many cases the Government will furnish their forecasts by telegraph free—if there is any charge at all it will only be a cent a word. An enterprising merchant in a small place can soon become a much-prized source of information if he will placard these forecasts in public places about the town giving at the same time his store news. A letter addressed to General A. W. Greely, Washington, D. C., is all that is needed and makes the plan a reality.

WAY UP.

He: I gave seventy-five cents apiece for those opera tickets.

She: Why, that isn't high!

He (*crossly*): No, but the seats are.

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A TEMPORARY SUSP

(OFFICE OF TH

Indignant Citizen: I called to see if my ou

Presiding Genius: No, sir—but the editd

Digitized by Google



PENSION OF BUSINESS.

(E *Deadwood Ki-yi.*)

ubscription had expired?

has. We ain't been to press for several days.

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FRANK SIDDALL.

A MONOGRAPH.

FRANK SIDDALL is the Sphinx of the advertising business. His experience has been an extraordinary one. He impresses most people as being of an erratic disposition, but his mind is intensely logical. Because he argues on strange lines, he astonishes those who discuss with him the subject of advertising. He is withal most secretive, for although he talks freely and fully on any subject upon which he enters, he is an adept at Talleyrand's maxim, that "language was given to conceal thought," and having once formulated a line of argument or a theory into words, his cast-iron consistency is such, that, if he was waked up at midnight by a crowd of lynchers and forced to reply to the questions put to him, he would answer in the same line, as if he sat among the palms and bronzes in his handsome Chestnut Street office.

If he would only unfold the secrets of his line, what a story of experience he could tell! To a certain extent he does tell, and the narrative is one of unusual interest. Giving up the drug business in which he was engaged on Market Street, in Philadelphia, he undertook, personally, the sale of his famous soap. With a little hand-grip he called on the jobbers and endeavored for several years to interest them in the article. It was slow work. He says that he sat at home in the evening working out the problem in his mind. He had a soap which he knew to be valuable; he knew that the public desired such an article; he lacked the necessary link between these two points. When he was in the drug business, he had been polite to the advertising men who called upon him, and just as he was becoming convinced that advertising was the necessary link, William M. Singerly bought the Philadelphia *Record*. Singerly was a good business man, and when he enlarged the Saturday issue of his paper to eight pages, he wanted to secure as much advertising as possible for that day, but was too shrewd to break his rates in order to do it. He therefore told his solicitors that if they knew of one or two perfectly honest men to whom they could sell large blocks of space, he would agree to accept payments running through the entire year.

Remembering Mr. Siddall's politeness, and knowing his absolute honesty, one of these representatives of the *Record* (Mr. Frost, I believe) laid the proposition before him. He agreed to take $1500 worth of space, payable in equal monthly instalments throughout the year. To the astonishment of the paper and the disgust of his family, he began by taking full pages. Every one said that he was crazy. He paid the first $1500 within thirty days, and wrote himself down for $3000 worth, which they were happy to extend to him. He now took two pages facing one another, and his business improved enormously.

Who shall say that Frank Siddall was not a brave and courageous man when, in his own case, he overthrew all past precedents in regard to Cash and Credit and absolutely and invariably obliged the wholesale grocers of the country to pay Cash for the goods before they were shipped, returning orders to such houses as Thurber, Whyland & Co., Austin, Nichols & Co., and others, unless the money was enclosed with the order. These houses said that they were not in the habit of paying for goods before they got them, but they soon came round to Mr. Siddall's proposition, and his business was conducted on an absolutely Cash basis. In adopting this course, he showed his supreme confidence in the power of advertising, and proved eventually that he was not mistaken.

How many advertisers have as deliberately stopped their advertising for a time and taken it up again? How many have as successfully "milked the business" as Siddall has done? His small card, "Don't be a clam," is rarely seen now, but the power of the conjurer still rests on many a housewife, spell-bound by her faith in Frank Siddall's Soap "for many uses, for quaint uses, for all uses."

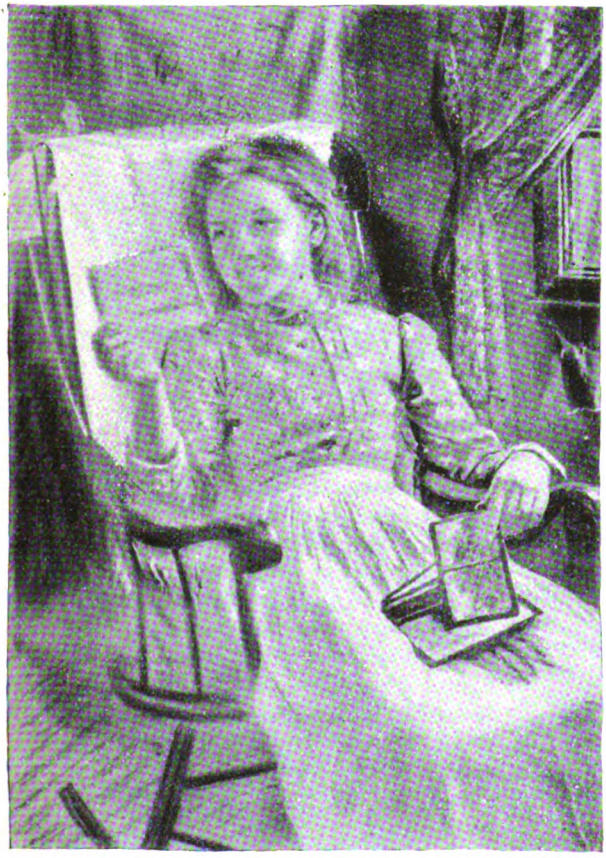


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THE NEW YORK RECORDER.

"EVERY OTHER WEEK," said Fulkerson, "is the talk of the clubs and the dinner-table; it's the Castoria of literature and the Pearline of art; the won't-be-happy-till-he-gets-it of every enlightened man, woman, and child of this vast city."—A HAZARD OF NEW FORTUNES.

DURING a sojourn in a Western mining town I counted a saloon every twenty-five feet, except in one place where the intervening space was fifty feet. An enterprising barkeeper seeing this golden opportunity opened a wet goods establishment a day or two later. His advent was greeted with enthusiasm by the populace, and the local paper referred to it as a "Long Felt Want Supplied." Such and so various are the tastes of men.



"A PLEASING SUBJECT," BY J. G. BROWN.
One of the *Recorder's* six premiums.

NEW YORK is a great town and has a great many great newspapers. Some say the field is already covered. They said that when Mr. Pulitzer bought *The World*. There is always room at the top. Charles A. Dana scatters the circulation of *The Sun* to the four winds about every two years and picks it up again in one. In no country but this are old traditions so quickly forgotten. In no city do brains and enterprise meet with such instant recognition as in New York.

I HAVE seen the first issue of *The Recorder* and its editorial page is creditable. The second leader is an appeal for a monument to Sherman, which shows that the new paper is on the lookout for ideas. In the main the articles are well written in simple language. They are better than *The Herald's*, and not so good as *The Times'*, lack the intimate personal knowledge of *The Sun's* and are less weighty than *The Tribune's*. In politics the non-partisan rôle is affected, but there is a decided Republican leaning, which will require toning down somewhat to successfully act the part.

Some brilliant men are on *The Recorder* staff. Mr. Keller from *The Times*, Harrington from *The Chicago Inter-Ocean*, Mr. Richardson from *The World*, Mr. Horgan from *The American Press Association*, and Mr. C. G. Clarke as advertising manager. Mr. Howard Carroll is the editor-in-chief.

The owners are Mr. J. B. Duke, of Cigarette fame, and Mr. J. P. Knapp, the well-known lithographer. Both these men are new-comers in the journalistic field, yet there is no reason to doubt their ultimate success. I do not think, however, that it will be reached without a vast expenditure of money and considerable

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effort; but there is nothing worth having this side of Jordan that comes for the asking. Both men are accustomed to hard work, and the money they stand to lose they have earned and can earn it again.

So, on the whole, I think *The Recorder* starts out with a good fighting chance ; and a million a year is a stake worth trying for. It's that or nothing.

"GENTLEMEN, you can talk about your machine-made shoes if you want to," mournfully said a drummer as he re-packed his samples, "but the choice of the wise King Solomon's enough for me."

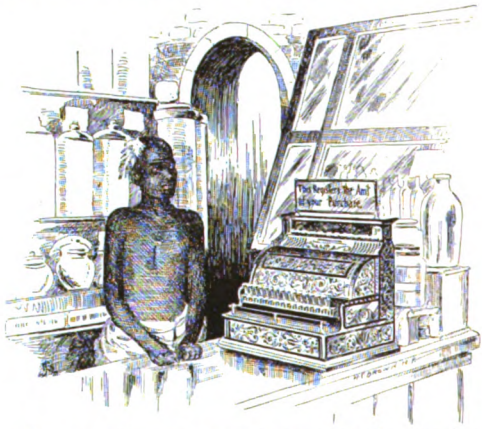
"King Solomon's choice ?"

"Yes, didn't he have a thousand souls in his good household that were hand-maids ?"

THE following unique advertisement appeared in the London *Times* : "To Widowers and Single Gentlemen—Wanted, by a lady, a situation to superintend the household and preside at table. She is Agreeable, Becoming, Careful, Desirable, English, Facetious, Generous, Honest, Industrious, Judicious, Keen, Lively, Merry, Natty, Obedient, Philosophic, Quiet, Regular, Sociable, Tasteful, Useful, Vivacious, Womanish, Xantippish, Youthful, Zealous, etc. Address X. Y. Z., Simmond's Library, Edgeware Road."

THE NEWEST WAY OF POSTING ADVERTISEMENTS.—One is apt to think that the world has been pretty well ransacked for advertising schemes, and that the supply is liable to run out. Experience proves, however, that the mind of the inventor is practically inexhaustible, and breaks out into perennial exhibitions of its resources. One of these is the new toy gun for posting advertisements. The gun is used for shooting advertising arrows into trees, fences, buildings or any inanimate objects. The arrow is feathered with light cardboard of various colors bearing in large type any desired inscription. Two sections of the cardboard and the resultant angles are embraced by a cross slit kerf, the rear of the stick being wound with cord, and the point being sharpened to increase penetration. The advertising darts can thus be projected out of ordinary reach, but just high enough not to escape the notice of the passer-by.—*From the Commercial Advertiser.*

THERE are many concerns who boom up their business by publishing and circulating monthly and weekly papers calling the attention of the public to the good quality of their wares ; some of these publications are very entertaining, others are unreadable. As an instance of the former, we would mention a paper published by The National Cash Register Co., well named *The Hustler*, and give a reproduction of one of their cuts herewith.



THE evening newspaper seems to be getting to the front ; the most successful paper in London is published in the afternoon, and some of the most prosperous American newspapers are issued after twelve o'clock. The success of an evening paper depends largely upon their ability to get out on the streets quickly. *The Philadelphia Item*, for instance, has three great lightning machines, and by stereotyping eighty forms can turn out their 170,000 copies inside of 50 minutes. Truly we live in a wonderful age !

THEATRICAL advertising is either stupid or interesting. It is never brilliant. Here is a specimen of each :

"After Dark, a melodrama, by Dion Boucicault, THE NINETEENTH CENTURY SHAKESPEARE."

"LOST : 1 rubber boot on the high road to Bricksport ; will buy or sell. JED PROUTY."

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HE WANTED TO KNOW.

He (struggling with refractory collar): Have you got a pin?

She: Yes—do you want one?

He (savagely): Naw—I simply asked for information!

ANOTHER FAMILY.

Mrs. Struckit: What you readin', Emmeline?

Emmeline: A story by Henry James.

Mrs. Struckit: Well, I should think them James boys had got enough notoriety without writin' books!

A LA "HERALD."

There was a man in our town,
And he was none too wise;
He jumped on every man who said,
"You ought to advertise."
But when he saw his trade was gone,
With all his might and main
He jumped into a column ad.,
And got it back again.

He: I was in an elevator once that fell through seven stories to the basement.

She: Dear me! How did you feel?

He: I was never so taken down in my life.

AN APPROPRIATE DEMONSTRATION.

(*At the Club.*)

Chumbley: I wonder what's struck Bronson to-night; he seems to be wearing an unusually broad smile.

Dumbley: He has probably been hearing an unusually broad joke.

YOUNG MEN IN BUSINESS.

Tommy: Can we play at keeping a store in here, mamma?

Mamma (who has a headache): Certainly, but you must be very, *very* quiet.

Tommy: Well, we'll pretend we don't advertise.

THE WRONG BOX.

Smithers (to Office Boy): Run to the nearest store and see if you can get an empty box.

Office Boy (five minutes later): De man sez he ain't got nothin' *but* empty boxes, an' what size did you want?

Smithers: Where the deuce did you go?

Office Boy: To de undertaker's.

E. L. S.

PUBLISHERS are busy men, and usually are pressed for time. The subjoined letter from a well-known Agency illustrates one of the things that make life worth living to them:

QUAKERVILLE, PA., January 23, 1891.

Publishers of "The Daily Chinchopper":

DEAR SIRS: The Sow Seed Co., order for whose advertising we gave you December 5th, covering twenty-seven insertions, desires to reduce the time to twenty-six insertions, and, indeed, they want the first order countermanded; so, to set the whole matter straight and sort of start out anew on the affair, we ask that you consider the first order, or that of December 5th, null and void, and that we have to-day annulled your credit on our books for the same. Then, as we say, to sort of begin over we herewith enclose new order covering *twenty-six insertions*, and, that there may be no misunderstanding, we beg to explain that *this* order embraces the insertion given on the other order, thus leaving but twenty-five insertions to be given on this one. You see the point, we suppose—this order covers twenty-six insertions, while the other was for twenty-seven, and it provides for the insertion given on the first by allowing it to count as one of the twenty-six now called for. In other words, you are to give but twenty-six insertions *all told* of The Sow Seed advertising, and this order is sent you to cover them.

We are this explicit, as we say, that there may be no misunderstanding about our annulling the previous order for twenty-seven times, giving you this for twenty-six times to take its place. If, however, this is not entirely clear we are at your command.

Notice, please, that additional copies and cuts will be sent you. Yours very truly,

NOWHERE ADVERTISING AGENCY.

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A CATCHY CATASTROPHE.

The Proprietor of BEECHAM'S PILLS offers to send to any applicants obliging him with their addresses, and three penny stamps, an excellent printing, in black and white, of this highly-finished Engraving, which, when framed, would be the charm of the nurseries, together with the specimens of some of his numerous advertising novelties which enlighten, enliven, and educate.

ANOTHER GOOD THING FROM ENGLAND.

COMMUNICATION.

HARTSVILLE, PA., February 9, 1891.

MR. H. C. BROWN:

DEAR SIR: ART IN ADVERTISING is all right, and its suggestions valuable where you desire to cover large fields through the newspapers. That we appreciate it is shown by our renewal, although, it is of no earthly direct or practical benefit to us—business-ly, I mean.

But what about the "wee little fellows" like ourselves, who, located in a small inland town, with no paper—not even a patent outside near enough to be profitably employed, and engaged in a branch of trade (considering the part of country) naturally confined to a more or less (usually less) limited territory? What suggestions have you for us? We desire to keep ourselves and trade continually before our people, but how to do this to the best advantage, what means to employ, how to obtain best and largest results at minimum cost—well, you know the story, for it's the same sing-song tale so often rung into your ears before. Any suggestion, however, rest assured, will be most gratefully considered by,

Yours truly, H. M. KAISINGER.

BUCKS CO., PA.

If we could give a thoroughly satisfactory answer to your note, Mr. Kaisinger, we should be greater than George Washington Childs. Yet there are one or two little ideas which we have exploited and which we think might be of service. See the Bird-house paragraph on page 72 of the July number, also the schemes suggested on page 35, May number. We hope to present others from time to time.

PORTLAND, ME., February 7, 1891.

ART IN ADVERTISING CO.:

GENTLEMEN: The February number of your magazine has not as yet put in an appearance. This of itself would seem to indicate whether or not the writer is interested in the publication. However, this is not the only reason that you have this note. Inasmuch as you criticise, and rightly so, the various advertisements appearing from time to time, it is a matter of wonder to me that the "Fry's Cocoa" cut and soliloquy in the January number has escaped your attention. From an artistic point of view it would seem that the Chinaman seated was in a state of trepidation for fear that some one would wrest the cup from him, and while this perhaps would seem to show his fondness for *good* cocoa, it does not appear to correspond with his beautiful flowing garments, nor with the dainty appearance of the store. While my knowledge of the Chinese is, to say the least, somewhat limited, nevertheless it would be a surprise to me, and doubtless to you also, to hear a full-fledged Celestial (as this one in question seems to be) pronounce the word "Fry's" in good plain English. Certainly such a one would soon have all the opportunities of appearing before the public as a Dime Museum freak, for to do better than "Flys" would immediately proclaim him to be of another race.

Trusting that my criticism will be received in the same spirit in which it is sent, and acknowledging the receipt of two (2) dollars as my proportion of the prize awarded for solution of puzzle, believe me,

Very sincerely yours, FRANK DUDLEY LUNT.

MR. SIEGFRIED'S position and experience entitle his criticism to weight. Yet we think he is in error. Advertising in itself is always spoken of in a manner becoming its importance as a factor in commercial life. When a man forgets this, and assumes the public to be a lot of Philistines whom he fain would slay with the jawbone of an ass, he is pretty apt to find us after him with all the irony we can muster.

NEW YORK, February 10, 1891.

ART IN ADVERTISING CO.,
35 & 37 FRANKFORT STREET, NEW YORK.

GENTLEMEN: Referring to your postal-card of the 7th inst., I enclose $1 for renewal of subscription to ART IN ADVERTISING for one year, beginning with the February number.

As touching one clause in your postal-card, I may say that in the main I think well of the publication, but there is one point as to which I think it is open to serious criticism, and that is the tendency to flippancy, and to make a jest of almost every subject treated in almost every paragraph. One of the evils of the whole advertising business is its intangibility in many respects, and, growing out of this, the idea that advertising in itself, as well as what is talked and written concerning it, must be done necessarily in some sort of what a good many are pleased to call a "catchy" way, which often involves not merely offensive absurdity, but the putting of advertising entirely outside of that really serious plane where it properly belongs.

Very truly yours,

A. H. SIEGFRIED.

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LIFE

"While there's life, there's hope-

WE shall be very glad to send a copy of our new publication, "Life's Calendar," to any advertiser who may wish to look it over—

28 WEST 23D ST.,
NEW YORK CITY.

T. F. SYKES,
Manager Advertising Department.

Judge's Library Magazine.

With the March number JUDGE'S LIBRARY enters the Magazine field with a guaranteed circulation of over **65,000 Copies,** with prospects of 100,000 within the next year. Yet the yearly rate to advertisers is 37½ cents per line. When you see a big, bold bargain take it.

WILLET F. COOK,
110 Fifth Avenue. *Mgr. Adv'g Department.*

Dodd's Advertising Agency, 265 Washington Street. Boston.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

Qualities Advertisers Want.

THE BETTER the medium the greater the results.
THE LARGER the circulation the greater the returns.
BOTH QUALITIES COMBINED IN
ONCE A WEEK.

Allen's Million.

Allen's Lists Guarantee and Prove over One Million Circulation each Month.

Should less than one million copies be printed and circulated in any month, I agree to make a discount in exact proportion to each advertiser; this has been a standing offer for years, and is unparalleled, no other publisher in America having had sufficient faith in his willingness and ability to perform to compliment me by imitation.

You can Reach about One-Fifth of the Rural Population of the United States through Allen's Lists.

Furthermore, the periodicals of Allen's Lists reach the better classes of the rural masses who subscribe, and who pay good prices, because they want them in their homes—because they are interesting and useful in the family circle. The periodicals of Allen's Lists are never thrown around; few periodicals are circulated with such extreme care.

THE TEST.

Special test ads. were run by a considerable number of the great proprietary houses before making contracts with Allen's Lists; their advertisements are now to be found in these lists the year round—look and see.

We court the test, especially the comparative, competitive test. When the test is comparative, Allen's Lists usually stand, not near the head, *BUT AT THE HEAD.*

My Claim to Patronage—Results to the Advertiser.

Forms close the 18th of each month prior to the date of the periodicals.

E. C. ALLEN,
Proprietor of "Allen's Lists," Augusta, Maine.

The Genuine **JOHANN HOFF'S**
MALT EXTRACT

Is the Standard Dietetic Tonic Nutritive of the World.

Beware of Imitations.



INCORPORATED 1887. CAPITAL STOCK PAID, IN $50,000.00. A. G. HULBERT President and Manager

ARTISTIC METAL WORK.
RIBBON STEEL LATTICE
FOR BANKS, OFFICES, SHOW CASES, PORTIERES, GLASS DOORS, ELEVATORS, STAIRWAYS, BALCONIES, TRANSOMS, WINDOWS &c.
BEWARE OF INFRINGING, HIGH PRICED OR OLD FOGY GOODS.

NEW DESIGNS, 16 PATENTS.
RAILINGS AND FENCES
FOR LAWNS, HOTELS, CHURCHES, PARKS, RESIDENCES, CEMETERIES, GRAVE LOTS, COTTAGES, SCHOOLS, OFFICES &c.

Agents Wanted. Catalogue Free.

HULBERT FENCE & WIRE CO., ST. LOUIS, MO.

Office, 904 Olive Street.

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ADVERTISER, MEDIUMS, CONSUMERS.

SUNDAY SCHOOL TIMES,
PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.
BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.

2/3 ds of the above is our offering to the parties in interest.

Are You The man For the other 1/3d?

If you are, there is profit in it for you by writing to the

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS 14 BEST WEEKLIES

Every Week Over 260,000 Copies

Religious Press Association, Phila.

IF YOU ARE THINKING OF

ADVERTISING IN ENGLAND,

we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

Smith's Advertising Agency,

132 FLEET STREET, E. C.,

LONDON, ENG.

"SUCCESSFUL ADVERTISING" (*11th Edition*) *is the best guide to British advertising.*

Sent prepaid for 50 cents.

WANTED AN ADV'T.

WE WILL PAY

Twenty-Five Dollars

in currency to the person sending us what we consider the best worded and most effectively

DISPLAYED ADVERTISEMENT

OF

"THE TABLE,"

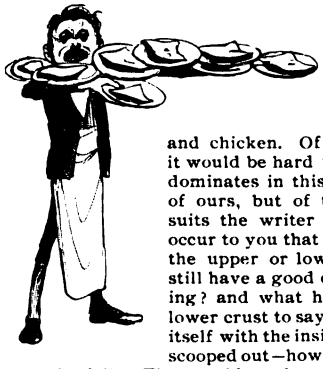
By FILIPPINI, of Delmonico's.

The advertisement to occupy a space of not more than 4 x 5 inches. Contest closes April 1st, 1891, and prize to be awarded within ten days from that date. Circulars and descriptive matter supplied on application.

CHARLES L. WEBSTER & CO.,
3 East 14th Street, New York City.



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PI.

THE most prevailing patterns in pie are apple, mince and chicken. Of mince and apple it would be hard to tell which predominates in this glorious country of ours, but of the two the latter suits the writer best. Did it ever occur to you that if you take away the upper or lower crust that you still have a good deal of pie remaining? and what has the upper and lower crust to say for itself with the insides scooped out—how flat they do fall. The world at large is thus divided, but who can deny that the great middle class do not have the lower for a foundation, and are thus able to support the upper.



Thus is Comfort's great success accounted for: it appeals direct to the great army of well-to-people who keep the world a-moving. They are the ones who buy and sell, and keep up an active moneyed circulation. They are the sum and substance of the Pie. Taking space in Comfort is like eating real good pie: you feel satisfied with the results. At the agencies or of THE GANNETT & MORSE CONCERN, Augusta, Maine.



WRITE IT IN THE CONTRACT:

"Circulation to be proved above 50,000, or no pay."

THAT IS

THE TEACHER,

A Journal of Education and Pedagogy.

(Monthly, except July and August.)

THE TEACHER is emphatically the journal of cultured and progressive professional teachers and school officers. It represents the highest plane of educational journalism. As has been said by high authority, "THE TEACHER *is as good as any purely educational journal can be.*"

RATES (Invariable):

Per line,	$0.40	Per inch (12 lines),	$ 4.50
" col., (10 in.),	40.00	" page (3 cols.),	120.00

Discounts for Continuance:

3 times, 10 per cent.; 6 times, 15 per cent.; 10 times (the year), 25 per cent.

No advertisement not absolutely unquestionable, in fact or character, will be received.

THE TEACHER, 3 East 14th Street, N. Y.

Out of 46 leading publications,
A Ladies' Fashion Journal paid him best.
Experience of W. Atlee Burpee.

L'Art de la Mode

AND

Revue de la Mode

are of this class, and are old established Journals with guaranteed circulations.

Good advertisements pay in their columns.

May Numbers close from March 8th to 15th, according to page.

Rate, 25 cents in one, 45 cents in both, with discounts for 6 months and a year.

ADVERTISING DEPARTMENT,

17 TRIBUNE BUILDING, NEW YORK.

"*When found, make a note of.*"—CAPTAIN CUTTLE.

THE RIGHT MEN IN THE RIGHT PLACE ARE

C. MITCHELL & CO., of London, England,

12 and 13 Red Lion Court, Fleet St., E. C.

ADVERTISING CONTRACTORS OF FIFTY YEARS' STANDING.

The Manufacturer who Travels

Should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find Time to Travel

Should write to C. M. C. Their extensive American Clientele and long acquaintance with English Advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his Clients'

Interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms.
Estimates and specimen papers free on application.

"The Newspaper Press Directory," Forty-sixth annual issue, price, by post to the United States, 50 cents.

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PRICKING A BUBBLE.

A LARGE amount of American money is going into Mexico in payment for unprofitable advertising, and probably a larger sum is being paid for space in American papers printed in the Spanish language, which have little if any circulation outside of the place of publication.

So if you really want

To Reach the Populace of Mexico

AND

Have your Advertising Pay,

USE

THE TWO REPUBLICS,

The Only English Daily in Mexico (established 23 Years),

for the English-speaking community, and

LA REPUBLICA,

by all odds the foremost paper in character, circulation, and enterprise, of the Mexican papers, for the Spanish-speaking people.

Both papers are published in Mexico City, and have exclusive contracts for Press dispatches. Rates and specimen copies promptly furnished by writing or calling at the

NEW YORK OFFICE,

No. 17 Tribune Building.



THE rush to renew subscriptions to ART IN ADVERTISING was something that resembled a run on a bank. Mr. J. Sherwood Seymour, of the New York *Evening Post*, covered himself with glory on this occasion. He received his pink slip in the ten o'clock mail, and his personal messenger reached our office with a brand-new dollar bill at 10.10 precisely.

The list of men entitled to Honorable Mention in this connection is too long for us to print, but Mr. Thomas, of *Scribner's*, Mr. Lawson, of the *Chicago News*, and *The Star*, of Kansas City, ought not to be wholly overlooked.

Add 60c. to your $ and get a binder, and 25c. for Type Book.

Address all remittances to Cashier

ART IN ADVERTISING CO., 35-37 Frankfort St., New York.

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"One Strike!"

The most striking thing about the City of the Golden Gate is its Newspapers. No other city has had such kaleidoscopic journalistic changes. To-day the *San Francisco Daily Report* stands at the head of evening papers; yesterday it was an infant. It costs a good deal of money to cross this continent, but I will pay the car fare of any man who goes there and finds the circulation of the *Daily Report* any less than I claim for it.



A. FRANK RICHARDSON, Tribune Building.

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THERE IS BUT ONE RIGHT WAY TO ADVERTISE. The wrong way can be found with very little trouble. Simply give the preparation of your matter as little attention as possible, or leave it altogether in the hands of a disinterested publisher or agent. Let your own responsibility begin and end with the payment of the bills, and the chances are you will soon be able to give points on the *wrong* way to advertise. To find the right way calls for time and thought. It is my business to prepare original sketches and reading matter for advertising purposes. Write to me for particulars.

Catalogues of designs, together with other samples of my work, will be sent to any address upon receipt of 50 cents.

H. C. BROWN,
35 AND 37 FRANKFORT ST.,
NEW YORK.

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PROVED CIRCULATION
(TRADE MARK)

For the second time in nine months the increase in the circulation of the Saturday Blade warrants an increase in the advertising rates.

January 31st, 1891.
168,000 Copies Weekly.

January 1st, 1890.
62,000 Copies Weekly.

200,000 per Week for 1891.

This is an age of advancement and improvement. Nothing stands still. We either move forward or backward. It is safe to wager that if a paper is not increasing in circulation it is going back. It would only be fair to the advertiser to make the price less when the circulation falls off, or stands still, which is the same thing ; therefore it is equally fair to the publisher that the rate paid should increase with the circulation.

Although the advertiser may have thought he was paying a fair price for the SATURDAY BLADE when he made his contract, yet NO ADVERTISER (owing to the rapid increase) has yet paid for a time contract a rate exceeding ¼ cent per line per 1000 circulation.

40 per cent. Increase in Rates, April, 1891.

The great growth in the past and at present of the BLADE warrants us in contracting to prove **200,000 Copies** per week for the next year; hence in April the advertising rates will be increased 40 per cent.

125,000: 200,000:: $1.00: $1.60

The basis of our present rates is 125,000 copies; the basis of our new rates will be 200,000 ; therefore our new rate, $1.00 + 40 per cent., or $1.40 per line for 200,000, will be cheaper than our old rate. The present discounts bring down the present rate to ⅓c. per line per 1000 circulation we contract to prove.

Apply for space to any responsible advertising agency, or to the Publisher, W. D. BOYCE, 116 & 118 Dearborn St., Chicago, Ill.

"Me Too"

THE CHICAGO LEDGER,
By W. D. BOYCE.
80,000 COPIES WEEKLY.

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Aside from mere circulation, there is no doubt that an advertiser obtains an influence and prestige by having his advertisements in the Harper periodicals that cannot be acquired in any other way.

To say that you "saw it in Harper's," is sufficient endorsement for almost any person. Send for rates and for our book "How a Great Magazine is Made" to Advertising Department,

Harper & Bros.,
New York.

Harper's Magazine—monthly.
Harper's Bazar—weekly.
Harper's Young People—weekly.
Harper's Weekly.

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AN Illustrated Family Journal, with the Largest Circulation of any Magazine in the World.

Published Monthly by

THE CURTIS PUBLISHING COMPANY

—AT—

433-435 Arch St., Philadelphia, Pa.

Edited by

EDWARD W. BOK

In association with

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MISS RUTH ASHMORE
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KATE UPSON CLARK
MAUDE HAYWOOD
EMMA M. HOOPER
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EBEN E. REXFORD
ELIZABETH ROBINSON SCOVIL
REV. T. DE WITT TALMAGE, D. D.
KATE TANNATT WOODS

Advisory and Contributing Editors

With editorial representatives at London and Paris.

BRANCH OFFICES:

New York—Potter Building, 38 Park Row
Boston—Hunnewell Building, 13 School St.
Chicago—226 and 228 La Salle Street
San Francisco—Chronicle Building

750,000 Copies Printed

No Free Sample-Copy Editions are used to Swell the Circulation of The Ladies' Home Journal

∴ THE PRICE IS TEN CENTS A COPY ∴

So Expensive a Publication—every Line Original, and Contributed by the Most Famous Living Writers of the World—must necessarily reach the Finest Possible Audience

CURTIS PUBLISHING COMPANY, PHILADELPHIA, PA.

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

NEW SERIES. APRIL, 1891. VOL. III. NO. 2.

Published by THE ART IN ADVERTISING CO.,
35 & 37 FRANKFORT STREET, NEW YORK.
H. C. Brown, Business Manager.

COPYRIGHTED, 1891, BY THE PUBLISHERS.

COPYRIGHT SECURED IN GREAT BRITAIN.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

THE MAKE UP A LIST PRIZE.

THE following is the average of all the lists received. Many other periodicals were voted for, but lack of space prevents us from mentioning them. Mr. C. D. Hawley, Berlin, Wis., wins the lamp; his list comes nearest the average one :

1 Century Magazine,
2 Scribner's,
3 Ladies' Home Journal,
4 Harper's Magazine,
5 Youth's Companion,
6 Harper's Weekly,
7 Harper's Bazar,
8 Frank Leslie's Popular Monthly,
9 Delineator,
10 Independent,
11 Toledo Blade,
12 Good Housekeeping,
13 National Tribune, and about twenty more.

Here follow the names of some of the competitors who came near carrying off the prize: Mrs. F. B. Mills, Miss Ada W. Spencer, J. W. Morgan, Minneapolis Dry-goods Co.; F. L. Colver, C. R. Proctor, F. Pliny Moran, G. Webb Paini, and G. H. Allen.

AN APOLOGY.

WE must apologize to our readers for printing so many advertisements this month. Mr. Nostrand's zeal is commendable, but we have asked him to go a little slower. There is such a thing as going too far even in securing advertisements.

BUSINESS MANAGERS.

SOME time ago we printed an article laudatory of the business manager's retiring modesty and lamenting his disposition to hide his light under a bushel. We have asked him to come out from behind the shadow cast by his work and let us look at him as he really is. We take pleasure in presenting the first series of portraits ; an acquaintance with the men who conduct some of the most important mediums in the country cannot fail to be of benefit to the advertisers.

We would like to say something about each, but that would be too much like puffing, and besides we haven't the space.

MEN WHO MAKE "LIFE."

I DO not know why I should have been asked to write a kindly biographical sketch of Charles Dana Gibson, unless it is that the papers lately have been paragraphing us as "warm, personal friends." As a matter of fact, I dislike him intensely. But he saw the value of the free advertising the paragraphs were giving us, and sought some one to introduce us, and proposed that we should become warm, personal friends at once, lest the paragraphs should cease. So we became friends. Since then he

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has endeared himself to me by drawing pictures of me in prominent periodicals as a Cherry Street tough, a club rounder, a gambler, an English adventurer who was no end of a cad,



MR. C. DANA GIBSON.

and a "tout" for a racing stable. This made me like him more than ever. When I object to being held up to public ridicule in this way, he says it is not me he draws, but a tough model he picked up on the Bowery. And yet that never struck me as an altogether satisfying explanation. Dana is less like an artist than any other artist I know. All the other artists of my acquaintance wear Vandyck beards, and are hollow chested and round shouldered from stooping over easels, I suppose, and never say anything against another artist. They always shut their lips very tight and as if to say, "Gold and precious stones would not get me to say how little I think of that man's work. I am a brother artist, and I am above jealousy, and I make it a rule never to say unkind things." This is what you gather from the way they close their lips. But Dana never keeps silent. He always finds something nice to say about all of them. And then he has a smooth, strong face, instead of a Vandyck bearded one, and the shoulders of an end rusher and the chest of a pugilist, and when he shakes hands with you, you wish you had put your ring on the left hand. People who do like him, for I don't myself, say he is as modest and gentle as he is strong and as kindly natured and simple and sincere as one of the glorious women he draws for *Life*. And those who know something about art, which I do not, say he is the Du Maurier of America, and that he is as yet entirely too young to know how good his own work is. And I say that there is no need for me nor any one else to tell what sort of a young man Dana Gibson is, for his work tells that. No mean nor conceited nor small nature could draw the beautiful, noble-looking women and fine-looking men he draws, whether he or she has models or not, unless he or she had some of the nobleness or some of the fineness of the pictures in him or her. And Dana has it—lots of it. The reason Dana has been drawn with a banjo instead of a pencil, is because Dana thinks he can sing and loves to sing. And those who love him best are trying to break him of it. For he sings in a direct ratio from the way he draws. However, as this comes from a self-admitted, acknowledged enemy of Dana's, it goes for what it is worth.

RICHARD HARDING DAVIS.

SOME THINGS WELL DONE.

Bloomingdale Brothers' Illustrated Folder.
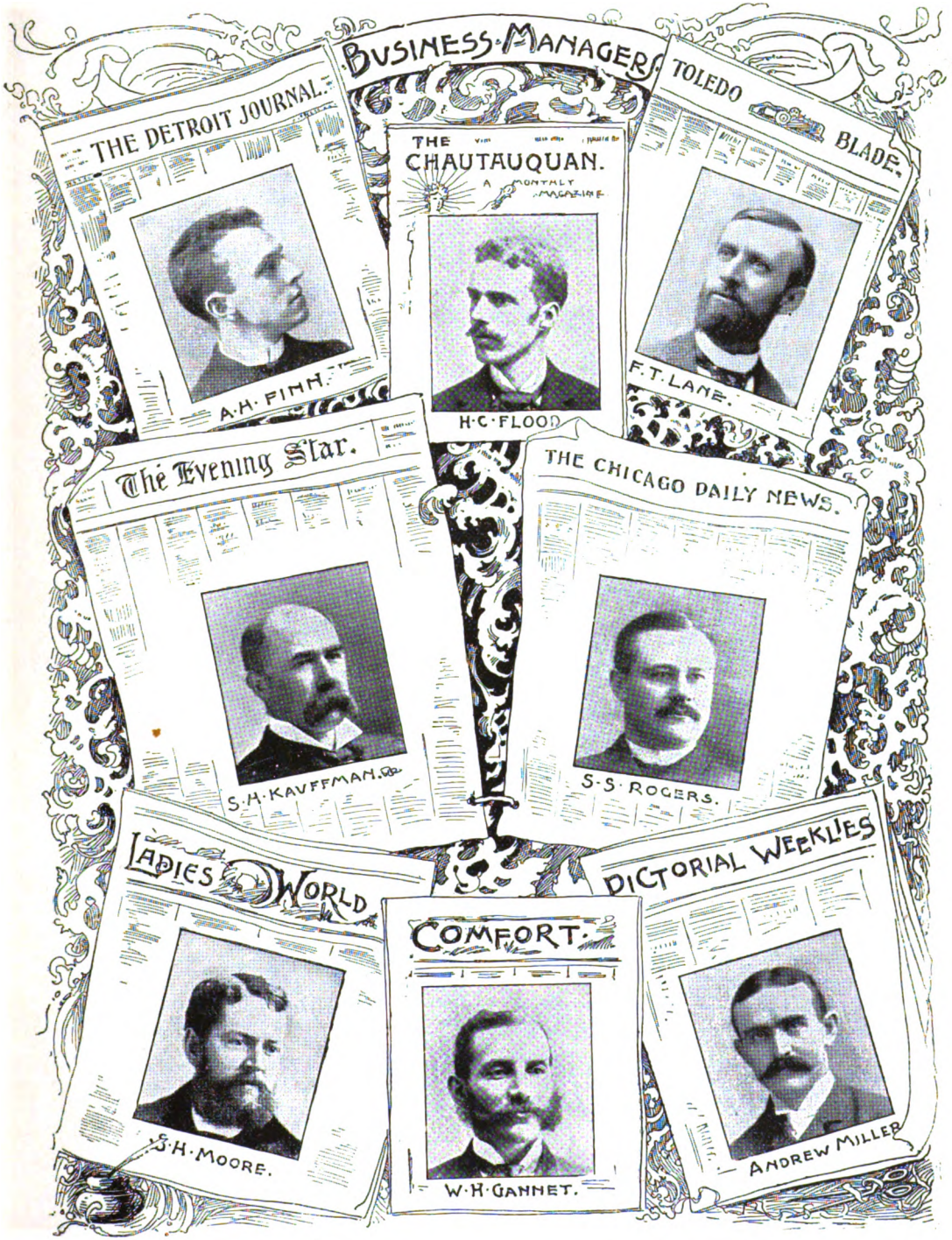
TERWILLINGER & PECK'S circulars and samples. Novel and well executed.

THE calendar cards issued by the Jos. Dixon Crucible Co.

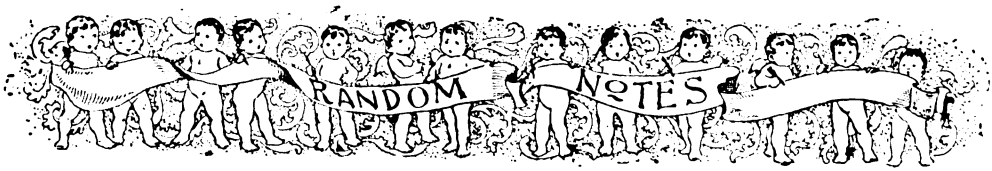
NATIONAL Cash Registers primers. Interesting.

THE miniature of the *Technology Architectural Review*, distributed by Bates, Kimball, and Guild. Not a bad idea.

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MR. BURPEE has awarded his prize for a good advertisement to the gentleman whose composition contained the startling information that—

BURPEE'S SEEDS GROW!

Does Mr. Burpee imagine that we expect his seeds to sing and dance, or, like his mail order department, get full every day?

Mr. Powers says of vacuum oil that it is the "oil that lubricates most." Mr. Proctor says his Lenox soap is the soap that "cleans the most." What Mr. Burpee should have said, is that his seeds fructify the most, or something to that effect.

* * *



"HASTE MAKES WASTE"

What!!! Have you finished your washing? I had much less than you and you are through first. What soap do you use?"

"It isn't the soap. Use washing powder and you will get through in half the time, it does the work for you."

"I know it will, but the clothes won't last half so long, we've tried it. We use Ivory Soap altogether, it cleans more easily and quickly than any other kind, and I find the clothes last as long again. My folks won't let me use washing powder."

"Of course they won't, neither will mine, but I use it anyhow. I don't care to save their clothes at the expense of my time and back."

Reader, which do you value most, your laundress' time and back, or your clothes? If the latter, then don't let her use washing powder.

GENERALLY speaking, the average advertisement of Proctor & Gamble's reaches about as high a degree of perfection as can be well expected, though of course some people say all the women in the sketches are sisters, and all the men brothers. Our purpose in reproducing this one is to direct attention to the last clause in full-face type. In our opinion no lady wishes to be put in the position of placing more value on a cake of soap than she does on a human being, nor do we imagine that a servant cares to purchase an article that affects her own physical comfort in such a peculiar manner. The point, we think, could be made without irritating these two important factors in the consumption of soap.

* * *

IT is astonishing to see the amount of "guff" habitually printed by trade papers concerning the various men whom they are trying to work. It's a swindle on the rest of the subscribers, who care nothing about the individual whose vanity is being tickled, and it either ought to cease or be charged for at regular rates. It is of course a legitimate subject of discussion, but it ought to be written by the editor and not the business manager. Here is a charming specimen about a little Dutch artist on a Chicago newspaper, from the columns of that Prince of Grovellers, the *National Journalist*:

"Personally, our subject is very winning. He possesses that charm so rare among men of the time—modesty. Although an enthusiast in some respects, he is unassuming and never given to self-laudation. He is a native of Schwerin, Germany, and possesses in a marked degree the characteristics of the Saxon. Of him it can be truthfully said:

"'His soul delights in Nature's charms,
Her beauty holds him fast;
He lives but in the magic spell
That o'er him she has cast.'"

F. B. W.

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My friend Mr. Barry, of the "News Series," thinks I am hard on him when I speak of his paper as being composed of matter referring to nobodies, and asks me to look over last month's file a little more leisurely. I have done so, and while I think my criticism in the main is justified, I find besides a considerable portion of literary matter of a very high order, illustrated by well-known artists, the one I reproduce being a sample.



* * *

A CATCHY headline is good, but is some times not quite so good as at other times. For instance, the New York *Sun* spends a good many dollars reiterating the statement that "If you see it in the *Sun* it's so," yet on page 4 of the issue of March 9th is the following :

"Mr. Henry George has sent word from Bermuda to his friends here that his condition has greatly improved during the past few weeks, that he enjoys life there, that he goes out riding on a bicycle, and he hopes soon to return to New York fully restored in health." Yet the first page of the same issue has this :

"Henry George, who has been recuperating since February 2d in Bermuda, returned yesterday on the steamer Trinidad. He looks as ruddy and bright as he did in the early days of his fight for the mayoralty. He learned how to ride a bicycle on the smooth Bermuda roads, and attributes his restoration to health to this exercise. He says he is going to use the machine in this city."

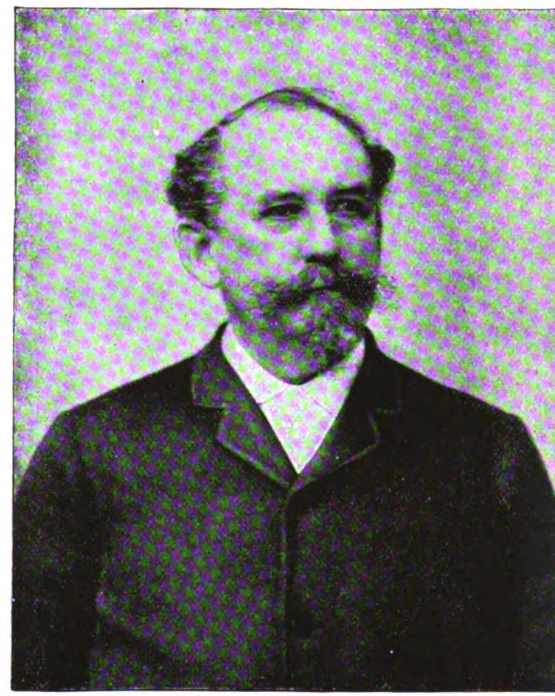
On Sunday, March 8th, was the following :

"The primaries of the New York Democracy organization have been called for Wednesday evening, March 4th."

* * *

ALLOW me to present my friend, Mr. Ward McAllister, who, in point of gratuitous advertising, is like the Garland Stoves and Ranges, "The World's Best." Mr. Dunham once more demonstrated the possession of a head bigger than a spring freshet when he conceived the idea of having Mr. McAllister write a book.

To the man who never wears a dress-coat Mr. McAllister's effort may seem the veriest rubbish. Viewed from the point which Mr. Howells takes in last months *Harper's*, it is all right, and that is the way it ought to be viewed.



* * *

MR. OLDS, the presiding genius of Parker's Tar Soap, sends me some pamphlets on his strong cleansing compound which are very clever, but they do not hold a candle to the best advertisement he ever got out. I refer to the bald-headed gentleman whose poll is ornamented with the legend,

What will he do with it?



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OUR OWN SERIAL.

CHAPTER II.



"ALGERNON," said the lovely girl (see previous chapter), "I have something dreadful to tell you." Arabella's English was "Absolutely Pure," and Algernon bent his head and listened, with bated breath, for her next words. He had reasons of his own for the bated breath, but, as Woodyard Kipling says, that belongs to another story.

The young girl hesitated, and looked hard at the toe of her lover's shoe. She could scarcely tell, in her agitation, whether the thick coating of Raven Gloss Polish covered a Burt and Packard, or just a plain, every-day $3; but it was of little consequence. Her mind was filled with matters of far greater importance, and she seemed at a loss as to how she might best express herself.



ARABELLA.

"Come, dearest," said Algernon, at last, "tell me what it is that troubles you."

Then Arabella Chubb raised her proud young head and replied in trembling accents, that belied the steadiness of her clear eyes:

"Algernon, we part to-night to meet no more."

The silence that followed could only be heard by using a pair of H. A. Wales' patent sound disks; but Algernon soon recovered his voice (which seldom deserted him for any length of time), and demanded an explanation.



ALGERNON.

"My father objects to your attentions," said Arabella.

"My attentions to whom?" asked Algernon, turning a shade or two paler.

"To me, of course," replied the girl, with just a suggestion of The White Mountain Freezer in her voice. "He has requested me to make this our final interview."

"It is monstrous! cruel!" cried the young man, hotly. "I prithee what reason does he give for taking such action?"

"He says that no daughter of his shall ever marry an advertising agent," and then, overcome by emotion, Arabella rested her head once more against her lover's shoulder.

Algernon Woodberry was a model of manly purity and beauty, and she loved him with her whole heart. The prospect of a "Great Divide" filled her with consternation and despair, yet she dared not disobey her father's commands.

Mr. Chubb was possessed of an iron will and unbounded ambition. In the line of business he could "tackle" a man with great success, but in the management of affairs domestic or social was much like a fish out of water. He had a plan of his own for the disposal of Arabella's hand and fortune, and this it was that the weeping girl so dreaded to disclose to her lover. It was some time before she could check the violent sobs that shook her slender, Redfern-like form. The tears coursed down her velvet cheeks in tiny rivulets, and Algernon, viewing the result, made a mental note to the effect that Pozzoni's Complexion Powder needs to be kept dry.



ARABELLA'S FATHER.

But at last Arabella regained control of herself, and raising her head once more from its resting-place, she mournfully continued: "Algernon, dearest, I have not told you all."



DUKE DOUGLAS.

"You have told me enough," he replied.

"But not the worst," said she. "Within six months from to-night I am to wed the Duke Douglas de Dongola!"

(To be continued when we feel like it.)

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THE RESULT OF AN EDITORIAL IN ART IN ADVERTISING.

BEFORE AND—



AFTER.



RECENT EVENTS IN NEW YORK JOURNALISM.

MR. E. L. GODKIN, the accomplished editor of the New York *Evening Post*, has recently written two well-considered articles on recent developments in metropolitan journalism. In them he draws the conclusion that the days of the sensational newspaper are numbered—a reflection which must bring comfort to the many persons whose finer feelings have been daily outraged for so long a time, and who never regarded the success of this type of journalism but with mortification and regret. "Anything," writes Mr. Godkin, "that would 'make the paper sell' was their motto, and he was the greatest hero in the newspaper office who by some signal outrage upon public and private decency could cause the largest sales."

The change in public taste is significant, and ought to be taken cognizance of by advertisers. If a man is known by the company he keeps, we see no reason why the same rule should not apply to his advertising. Mere circulation is not the only thing to be considered. There is character and influence besides, and it makes a difference whether a man uses a medium that appeals to a fly-by-night constituency or one that is welcomed and read in the family circle. Respectability counts in this poor old world, after all, and the advertiser who fails to take this into account pays for a good deal of junk-shop circulation.

The conclusion of Mr. Godkin's article is a merciless arraignment of the perversion to which a noble profession has been subjected.

But the sensational newspaper-in-chief has gone on from one extreme to another until it has exhausted the whole realm of sensationalism. No one can ever say that it has not made a thorough test of the possibilities of this field. If now, after this test, or rather while it is still in progress, a decline of circulation has begun which cannot be checked, the fact is one of great encouragement to every respectable man in the profession, and of great importance to the cause of public morals. That it could not be a permanent success, we have believed from the outset. The radical and fatal defect in sensationalism is that it cannot be maintained at a steadily increasing intensity. The appetite to which it ministers requires more highly flavored food every day to satisfy it. The elopements, divorce cases, murders, and all the other and less namable scandals and crimes which constitute the daily bill of fare must be each day a little worse than on the preceding day. Sooner or later the point is reached at which further descent toward the very bottom of the gutters and cesspools of sin and crime is barred by the law forbidding the publication of obscene literature. If it were not for that law, there is no telling what enormous fortunes might be made and what cloud-capped domes erected by the disciples of that kind of journalism which holds that the chief end of a newspaper is to publish that which will sell the best, without regard to moral or social obligation of any kind. But so long as the law stands it will make the permanent success of all newspapers founded upon sensationalism alone impossible.

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YOUNG MEN IN BUSINESS.

MR. GEORGE H. DANIELS, the genial Passenger Agent of the New York Central, ought to kick the next man who calls him "genial." There never was a paper yet who tried to "work" the Central that didn't call the Passenger Agent "genial," "popular," "whole-souled," and referred to his "legion of friends," etc., etc. The next thing is to tell where he was born, where he first moved to, and what he did last for a living. The successives stages of his career are minutely followed out to the point where the Central took him in, to save themselves, and the curtain descends with the hero singing, "I had a good job when I left."



MR. G. H. DANIELS, G.P.A.

But for all that Mr. Daniels is a man of unusual ability. Railroads don't generally pay men big salaries for fun ; you hear a good deal about "influence" and stuff of that sort, but when it comes to the big positions, what they must have is brains. Nobody thought Mr. H. Walter Webb had any brains until lately. I didn't myself. But when the opportunity came, he showed that he had them and to spare. Mr. Daniels is never too busy to be courteous, and manages to trade out more advertising in transportation than any other man I know of.

Mr. C. E. Storey assists Mr. Daniels in the advertising department. He is a lightly built young man still in his twenties, and can refuse your application with noteworthy regularity.

* * *

MR. SAMUEL C. MOFFITT is hidden under the pseudonym of Pozzoni's Complexion Powder. His office in St. Louis rivals the Shah's palace in Constantinople, so luxurious are the splendor of its appointments. Rich damask curtains hide the private office from the vulgar gaze, and the foot falls noiselessly on the velvet floor covering. A diminutive Ethiopian bears your card to the shrine of the Secretary, and for a moment you forget the horror of the full-face type for which Mr. Moffitt has a failing.

The Secretary is a young man of about nine-and-twenty—tall, well-built, with a face like Ingalls, minus the mustache. Mr. Moffitt looks what he is—a Missouri hustler. I have not always admired the setting of Mr. Moffitt's advertisements, but he believes in direct methods and constant repetition. He has a fine class of trade, and I think something a little more delicate would be equally effective. In his lithographic work he appreciates this point, his show cards being always of the highest order obtainable. OLIVER FLOORWALKER.

WOMAN IN ADVERTISING.



WHEN a woman steps forward — or backward—into the bread-winning field, she instinctively begins to apologize to man for being there. She says, "Here I am ; I can't help it ; don't blame me if I come out on top."

She has stepped upon the tapis as a writer of advertisements, and it looks as if she were where she belongs, specially if she write about dry goods, for it is as natural for woman to talk dry goods as to wear them.

"Talk"—that's it ; simple plain talk makes the best advertisement—just ordinary, every-

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day talk on the level of ordinary, every-day people. The merchant who writes his own announcements to the public enlarges upon the "exceptional values" of his "latest importations," while a woman writer will tell you that Jones & Smith have just got in "some of those lovely new bias plaids on a dome blue ground," or "polka dots in shaggy white on the fashionable new shade of green;" and every woman will read it to know what's going to be fashionable, and will go down to see what color "dome blue" is.

A man can't write dry goods as well as a woman, simply because he isn't as much interested in them. Of course, I'm talking about the retail trade; I imagine just the opposite to be true of the wholesale business. My chief plea for woman as an advertisement writer is that she can chat with her hearers, and all women love to be chatted to. A man will announce, "Our opening Exhibition of Imported Millinery;" a woman will say, "In our big opening next Tuesday we'll show the new Bernhardt toque with a greeny gold serpent coiled in among the roses and laces;" and even if the reader shudders, she'll go down to see it, or speak of it to somebody else; at all events, she'll remember the "snake" longer than the "Imported Millinery." The man don't know how to go into the details that are dear to the heart of a woman. Now, I hear some man say, "Well, even if she *can* write advertisements, that ends it; for woman can't manage the whole advertising; she can't place the business, deal with the advertising agents and the publications." My answer is, But she does. She don't like it, I'll admit, but she can do it. And she has one advantage, too, over the man writer, which, however, she will lose as her number increases, and she is taken as a matter of course. The advertising agent don't know how to get around her way of saying no. When a woman says she won't, that's generally the end on't. The agent would stand and argue away an hour of a merchant's valuable time, but he don't know just what to say to a woman's "I won't," and he stands aghast at her "because." I'm not offering this as an argument; it's only an incidental remark. It's certainly true, though, that just now the advertising woman has the upper hand in dealing with the advertising agent.



Another thing—and of vast importance—woman has an eye for the artistic effect, and will take pains with detail. She will plan to make her advertisement catch the eye. She seems to have the art of arranging "gew-gaws" to call attention to her advertisements better than the man.

But she don't confine her efforts to dry goods. The woman in St. Louis who was the first to engage in the work of writing advertisements has made her best success in writing up real estate; she doesn't really know a thing about it, but writes as if she'd spent her life in a real estate office; so there seems to be no reason why she should not write on all subjects if she happen to have the faculty of making others see things through her eyes.

While on the subject, I will add that at least a dozen women in St. Louis make good livings as advertising agents or solicitors for a number of our best publications and for an Eastern Life Insurance Company.

Why do not more women try their hand at writing advertisements? If this article succeeds in calling their attention to the subject, its aim will have been accomplished.

VIRGINIA FRAZEE.

"I've a dreadful cold, doctor."

"I see you have. Let me feel your pulse. H'm!—yes. You'd better take a hot bath, and under no circumstances get your feet wet."

HANKS: "That man there is one of our millionaires."

JANKS: "I've noticed he has a good many airs about him, but I didn't know he had as many as that!"

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ADVERTISING IN LONDON AND PARIS.



I AM in no disposition to hold up either the English or the French advertiser as a model for the American publicity seeker. The systems of all three countries are totally different. The American seeks to economize space and capital, but is always on the alert for and ready to pay liberally for an idea which shall cause his little corner to scintillate and illuminate a whole page of solid matter. So upon the advertising pages of a modern American journal is fought quite as much a battle for predominance among the advertisers of different wares as among each individual advertiser and his competitors.

French newspaper advertising is worthless in the ordinary sense of the word. Paris is fairly blazing with fence and placard advertising, but her newspaper columns are mockeries as compared with the brilliant appearance of those of other lands. The great Parisian advertisment is the *Kiosque*. This is a sheet-iron cylinder two to three feet in diameter and ten to twelve feet in height. Its interior is utilized either as a news-vender's stand, as a *cabinet de toilette* or in some cases not at all. The cylinders are divided into square panels which are let by the great companies controlling the different systems of Paris *Kiosques*. Some of the *Kiosques* are panelled with ground glass signs which are lighted from within at night. Wherever there is building going on or a long enclosed exhibition like that of 1889, the great firm of Ave Crespin Aine, E. G. Dufayel control the fence displays, which are often very beautiful. Aside from this, the only newspaper advertising widely indulged in takes the form of *reclame*, or paid puffs, which are put as reading matter quite without distinction. These cost tremendously, and in pictorial publications are often beautifully illustrated articles of really public interest. Regular column advertising is almost entirely confined to patent medicines and questionable enterprises. Occasionally the Bon Marche, the Printemps or the Grand Magazins du Louvre will detail a special sale, but they do no regular advertising like a Wanamaker or a Lehman. Geraudel, the cough-lozenge man, is the great patron of the daily press in Paris, sometimes using a full page of *La Lanterne* or the *Petit Journal*, or one of the many penny sheets having immense circulation among the common people.

It is England who stands side by side with America in her liberal support of the daily and periodical press. Her system is, however, different from ours in that her advertisers do not know how to economize space, and so their advertisements to be beautiful must be very costly. In England the art of process engraving is in its infancy, so that nearly all pictorial publicity in the press is confined to wood-cuts. The principal mediums for general illustrated advertising in Great Britain are the *Field*, a gentlemen's paper, and the *Queen* and *Ladies' Pictorial*, ladies' papers. Daily papers like the *Times*, the *Daily News* and *Telegraph* do not take cuts, and their advertisements are set so close as to form a black and utterly uninteresting tangle, only to be unravelled by those especially interested in ferreting out a particular one, scarcely the quality desired by the live advertiser. The business of the *Field*, *Queen*, etc., consists almost entirely of pages 10x14 and half pages set in large type, consisting merely of large wood-cuts and descriptions of what they represent. No appeals, bright wording, or special cleverness is displayed. An occasional testimonial from one or more persons in high rank only breaks the monotony.



ONE OF MR. BEECHAM'S CUTS.

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The best generally advertised products in England are Pears' Soap and Beecham's Pills. The methods of the former house, which the latter intimately copy, are well known in America, usually the reproduction in engraving or colors of rare beautiful art work with the advertisement lettered in a corner. Some of these reproductions have cost, including purchase of originals, as high as fifty thousand dollars. The most profuse engravings and poster and painted panel advertising in London are to be found in the underground railway stations, where every available space is taken up by billboards bearing attractive colored posters. Colossal copies of well-known paintings here prevail as well. Pears' "Bubbles," six feet in height; "Nestle's Swiss Food" for infants is advertised by a beautiful life-size picture of a mother bending over her sleeping child, a large frame being designed (on the paper) about it. "Vitalis Italian Wines," a half life-size corporal of Italian infantry, and so on. The Pears have a white enamelled iron plate bearing a blue disk with Pears' Soap in white letters on every archway support on both sides of every mile of underground railway in London. One can travel an hour, and have those interminable blue disks continually floating by him. It must require many thousands.

Every omnibus in London has a transparency about 3x12 inches, finely lithographed, with a different advertisement in bright colors on oiled paper, pasted across the top of each window. Pears started with

"Good morning! Have you used Pears' Soap?"

but soon another firm of manufacturers took the next window with

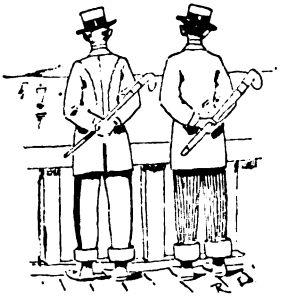
"Yes, but I have found *Clearer's* to be the best. Good evening."

Probably the most ingenious advertisers in the way of startlers are the hordes of penny (two cents) and half-penny weekly papers which subsist entirely on scissors, paste-pot and American exchanges, but have enormous circulation all over Great Britain. One of them last year gave a guessing competition, the winner of which is supposed to receive a pound ($5) a week for life.

Another lately advertised for all its matrimonially inclined male and female subscribers to send their photographs and personal descriptions, from which, in all confidence, they would select the most pretty, refined, and agreeable young lady, giving her in turn the choice of the young men whom she should select from the material on hand and who on investigation proved to be possessed of corresponding qualities. The publisher then proposed to pay for the bride's trousseau, the groom's outfit, pay the wedding expenses, and give them a thousand dollars to start life on. The lady has been found, and is at present engaged in sorting over the several thousand photos of male candidates received.

Every one of the class of papers I have mentioned, when signed and carried in the pocket, constitutes a railway life policy during the current week of its issue for from 200 to 1000 pounds

A prominent Regent Street furrier entertained crowds during the holiday season by a cage of live bears in his window.



The Prince of Wales is a notoriously natty man, while his uncle, the Duke of Cambridge, is a gouty old curmudgeon who appears on parade as commander-in-chief of the British forces with a big alpaca umbrella. A manufacturer of a new and excessively light umbrella has seized upon this fact to lithograph the Prince presenting his uncle with one of the new specialty, and urging him to throw his old "gamp" away.

British tea dealers have been raking Oriental lexicons for the most fearful native names possible for Indian and Ceylon teas. Up to last month every pound of tea sold in London had a name like "Chandermagoor," "Oopack," or "Maharajah." A bright tea man flooded the

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papers and walls with—"No jawbreaking names, but *good teas* at——."

The proprietors of Brooke's Soap call it the "Monkey brand," which permits them as many novel pictorial advertisements as that agile beast is capable of grotesque evolutions. Their soap is solely for scouring purposes; their great catch line is "Won't wash clothes." A characteristic "ad." of theirs:

> It won't wash clothes.
> It will spoil silk.
> It will ruin delicate fabrics.
> It is no use for the bath.
> BUT
> For scouring wood and metal
> It is the best soap in existence.

The list of negatives given is a telling parody on the universal claims of other saponaceous



compounds. The idea ought to benefit any good specialty.—*Frank C. Higgins, in the American Advertiser.*

MORE FREE ADVERTISING FOR THE DICTIONARY.

(*From the Yonkers Herald.*)

W. W. Ellsworth will read his interesting paper on "Egypt" in the Chapel of the First M. E. Church Thursday evening next.

COST AND RESULT.

UNDER THIS HEAD WE INTEND TO PUBLISH, AS OPPORTUNITY OFFERS, THE RESULTS OF THE EXPERIENCE OF SOME CAREFUL ADVERTISERS, WHOSE STATEMENTS MAY BE RELIED UPON.

AN enterprising firm of this city wished to sell their goods throughout the country. They advertised an article of every-day use and of moderate cost. The advertisement occupied about the same space in the mediums given below, with the following results:

Periodical.	*Cost.*	*Cash Received.*
Argosy,	$120.00	$37.00
Agricultural Epitomist,	29.00	17.00
American Grange Bulletin,	6.76	1.00
American Home,	4.16	1.00
Agents' Herald,	33.00	55.00
Agents' Guide,	25.00	30.00
Allen's List,	420.16	200.00
American Rural Home,	18.50	10.00
Toledo Blade,	34.00	10.00
Atlanta Constitution,	44.00	11.00
Churchman,	37.50	28.00
Congregationalist,	36.50	9.00
Comfort,	65.50	154.00
Cincinnati Enquirer,	85.00	7.00
Farm and Home,	185.00	80.00
Good News,	30.00	30.00
Golden Hours,	56.00	40.00
Great Divide,	5.20	5.00
Home Buston,	15.00	19.00
Housewife,	14.30	11.00
Home Cheer,	50.00	30.00
Home and Farm,	36.00	5.00

Not a thousand miles from Boston lives a gentleman whose chase after the nimble dollar has been made very successful by the agency of a manufactured article of foot-wear. This fact has been brought about by advertising of a vigorous sort, and everybody in New England, as well as the whole country, has been made familiar with "—s $0 shoe." Now, this gentleman, being socially inclined, as well as a smart business man, belongs to the Boston — Club, an organization having among its members another man of the same name as our friend, but differ-

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ing from him in this respect, that his aristocratic tendencies considerably exceed his financial strength—so much so, in fact, that every month his name appeared on the bulletin-board as pasted for dues, etc. This very much provoked the moneyed man, whose friends lost no opportunity of twitting him on the fact that he was behind in his payments ; and so he wrote to the gentleman really at fault to this effect : "I am tired of seeing my name displayed all over the bulletin-board, and will give you choice of one of two things : you must either resign from the club or allow me to pay your dues every month."

To which our swell friend replied : "I am tired of seeing my name displayed all over the country on $0 shoes, and will give you one of two things to choose from : you can either resign from the club or go to H—l." H. P.

GOOD PRINTING.

Good printing ! What is it ? Every reader of Art in Advertising is cock-sure he knows what it is, and not only that, but he uses it, too—wouldn't use any other kind !

Well, we'll hope he does. But all the same, there is good printing, and good printing ; also good enough printing, which is not good at all.

It becomes a serious question, when a large quantity of printed matter is to be ordered, just how good it should be, and usually the purpose it is intended to serve should decide that.

If you need a cheap job, make it cheap by using an inexpensive paper and condensing—but not crowding—your matter into compact shape ; but don't—oh, don't ! make it cheap by getting estimates from a dozen or more printers, with the injunction to each : "Now, you got ter figger low if you want ter ketch this job," knowing full well when you give it to the lowest bidder that he will do it in the meanest sort of style ; knowing that there will be no attempt, to speak of, at "making ready ;" that the press will be run at a speed that will guarantee every sheet to bear a different style of crookedness from its neighbor. In a short time the cheap ink settles into the smaller letters, they "fill up," but you can't expect a cheap printer to stop a cheap job just to "wash out" the form or to use a better ink where he has to "figger low."

Is such a job cheap ? There might be some special cases where it would be, but ordinarily it would so far fall short of its possible result if printed in better style that it would be anything but cheap.

Give this same job reasonable care in all particulars, and its cost will not be greatly increased, while the result will be attractive. In the other case its repulsiveness defeats its object.

Good printing does not of necessity mean expensive printing. Later on I may endeavor to give out some other what-not-to-do ideas.

Thad. B. Mead.

A good story is told of the author of the above article which may be new to our readers. A canvasser called on Mr. Mead to get his name, address, etc., for Wilson's Business Directory. Mr. Mead gave his name as Thad. B. Mead. The man put it down Theodore. He was told that Thadmus was the correct name. The canvasser replied, "Indeed, it's not, it's Theodore ;" and it is Theodore in the Directory.

Michigan Street Car Advertising Company's pamphlet, "As We Do It." Neat and well printed.

The Booklet published by the Evening Newspaper Company. Artistic.

The lithographed perfumed cards of Messrs. E. W. Hoyt & Company. Good.

The catalogue of the Overman Wheel Co. One of the finest pieces of work we have seen in a long time.

"Riches take unto themselves wings and fly away," said the teacher ; "what kind of riches is meant ?"

And the smart, bad boy at the foot of the class said "they must be ostriches."

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UNAPPRE

He (proud of his valuable old canvas): Well, w
Fair Visitor (from Chicago): Rather pleasant

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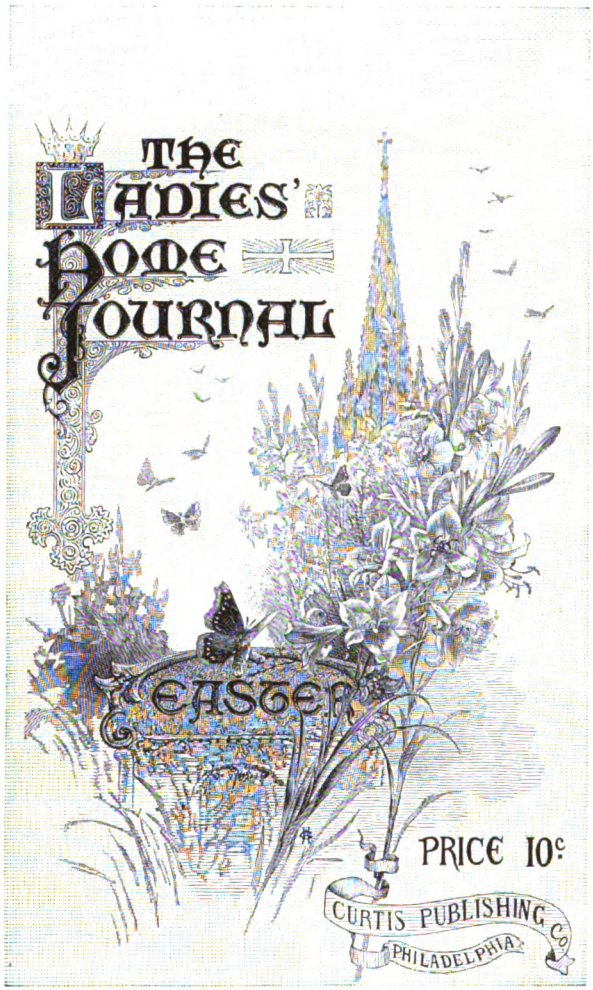


PRECIATED.

what do you think of my "Old Master"?
face—er—how long did you study with him?
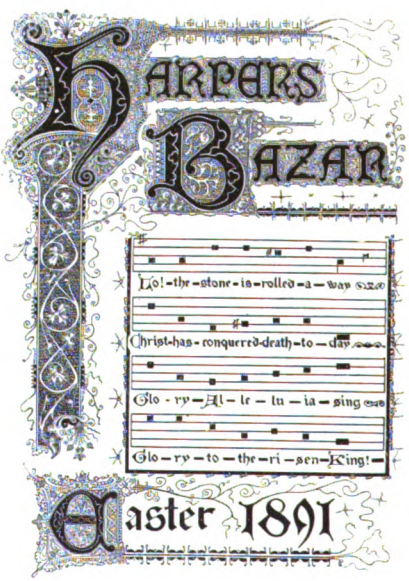
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EASTER COVERS.



THE *Youth's Companion* cover should be included in this, as it was very pretty ; but a failure to send us a proof has spoiled what would otherwise have been a very handsome page.





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SHALL THE MAKER ADVERTISE, AND HOW?

J. E. Powers.

THE editor asks me for a paper on the advertising of industrial enterprises.

There are a great many circumstances to be taken into account to determine whether a maker had better advertise or not. I do not believe that every maker had better. I am sure that some had better not; and yet advertising has a wide meaning. With its wide meaning, perhaps there is something in the way of facilitating intercourse between him and his public that every maker had better do that might be classed as advertising.

The only use of an article on this subject is to guide a maker, I suppose; and I shouldn't think of advising anybody on so slight an acquaintance as I have with this indeterminate maker. He is the man to decide, not I.

Mr. DeVinne once told me he formerly had several hundred customers, had got down to a hundred and fifty, and wanted to get down to seventy-five. I can't think he has much occasion to advertise, unless, perhaps, I might on a pinch write something for him to get rid of some of those he has got, if that is advertising.

There are many makers of many things who are in the way of getting inquiries from inexperienced people because of eminence in their lines; those inexperienced people only bother them—they are in no condition to deal with leading makers. There is a way, I have no doubt, to turn them away politely, and not without advantage to both. If done by something printed instead of by word of mouth, I suppose that something may be advertising; it certainly is, if done in a way to make the remaining business more profitable.

If it were suspected that first-rate makers had better not advertise, the advantage of advertising to anybody would disappear. But I do not infer that first-rate makers had better advertise for the benefit of second-rate makers.

As seen already, there are several motives for advertising. One wants more customers; another wants a different sort of customers, better for him, he thinks; another wants to make a different use of his customers, something new to sell; another simply wants to facilitate business.

These are all legitimate objects of advertising. One of the ways to see how to do a thing is to look at exactly what the thing is.

Advertising to get more customers may or may not be easy; there's nothing obscure in it. Every man or concern that wants and deserves them had better advertise for them. That is the way to get them. If one has got far enough along in business to be ambitious of securing a better class of people, that affords plain reason for advertising; let him advertise. How? There are as many ways as there are sets of circumstances.

If one has something new to sell and has customers who are not informed about this new thing, let him advertise it. Nothing is clearer; it may or may not be easy to do.

Advertising also can facilitate business, make the transaction of business easy. Here are the goods, they are called by these names, and the prices. There are the customers. Introduce them to one another—state particulars may be; give the customers something to help them use them or sell them again.

What one feature belongs to all the sorts of advertising? What will impair its efficiency, what will help its efficiency?

All depends on confidence. Tell the truth. The maker had better advertise, but let him tell the truth.

There is, however, a great deal of truth that nobody wants to hear; there is other truth that does not bear on selling and buying—inappropriate; tell the pertinent truth.

If he undertakes to gather together the truth about his stuff that he wants to sell, the truth that belongs directly or indirectly to buying and selling, the truth that facilitates buying and selling, he will find himself amazed at the magnitude of it. If he presents it logically and agreeably, with no mixture or manner of error, he will be amazed at the power of it.

Just as important as truth is plainness, understandableness. One of the follies of the time is the making business literature ambitious.

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It ought to be like the sign on your warehouse, plain, to be read at a glance.

What have I done? The maker asks, "Had I better advertise, and how?" I have referred him to his own business, suggested that he consider its situation and act upon his own judgment. If I have led him to more precise and clearer thinking on the subject, I have done all that an outsider can do for him.

But when a maker considers whether he had better advertise or not, let him not mistake the twaddle that passes for advertising generally for advertising. Let him use his own original sense not only in thinking of his business, but also in thinking of advertising. If he despises what he sees in the papers, that is no reason for concluding not to advertise.

Sweet Memories.

SWEET MEMORIES may be recalled in many different ways Sometimes it is a well-remembered tune or song that causes a rush of recollections to our mind and for the time being, drives all business cares and worries from us At another time the delicate perfume of a much-loved flower, just faintly caught perhaps as we hurry along with the busy crowd, takes us back to scenes and recalls events that passed all too quickly Saddening somewhat they may be, these memories, but very sweet and doubly so if recalled in such pleasant fashion We heave a sigh and pass on, feeling grateful to the users of these exquisite perfumes and mentally thankful that the sweet exhalations of fresh flowers can be so faithfully reproduced.

The Wood Violet and Garden Heliotrope Perfumes of Messrs Joseph Burnett & Co are made from the true flowers and are just as refreshing They may be had of all druggists and dealers in fancy goods So many cheap and worthless imitations are now offered the public that it should insist upon seeing the name of JOSEPH BURNETT & CO., BOSTON, MASS., on the label before purchasing

ONE OF THE COMPETITIVE DESIGNS SUBMITTED BY MR. MORGAN OF J. H. BATES' AGENCY.



SNAP SHOTS WITH THE OFFICE KODAK.

A BUSINESS that is crowded to the wall—the paper-hanger's.

A MATTER OF BUSINESS.

First Citizen: Do you believe in signs?

Second Citizen: Well, I should smile; I'm a professional sign painter.

APPROPRIATE.

PLYMPTON ruined a pair of Plymouth Rock pants the other day, chasing the hens out of his wife's garden, and now he refers to the matter as his "$3 shoo."

CAN'T HELP HIMSELF.

BE the average citizen ever so slow, he is bound to "get a move on him" about the 1st of May.

HARDLY.

A CORRESPONDENT wants to know if a Matrimonial Bureau could be properly termed a Noose Agency?

A FLAT.

NOTHING could be much flatter than the new spring hats except your pocketbook after paying for one. E. L. S.

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SUGGESTIONS.



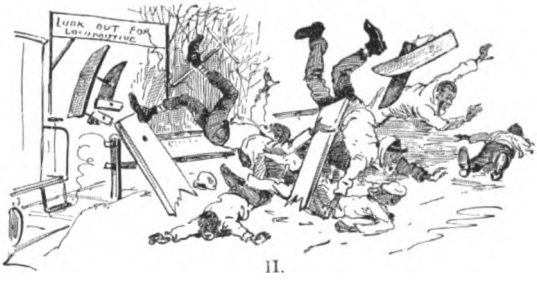
UMBRELLAS.



CHAMPAGNE DEALER.



I.



II.

MORAL: "INSURE IN THE TRAVELERS'."

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COMMUNICATION.

NEW YORK, March 16, 1891.

ART IN ADVERTISING.

GENTLEMEN: Relative to the idea suggested in Random Notes in your March issue, for Messrs. Woolrich & Company's advertising, you may be interested in the fact that a set of blocks embodying that and other ideas was sent in for the competition some time ago. Yours very truly, H. G. CHAPIN.



NEW YORK, March 21, 1891.

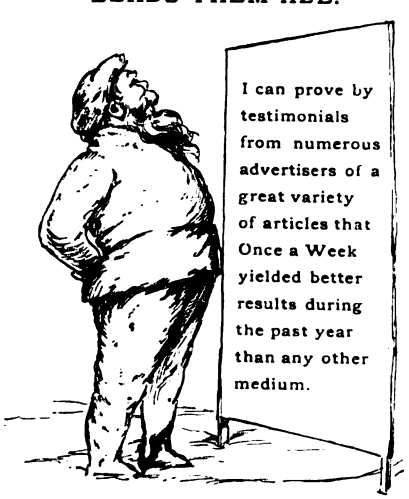
H. C. BROWN.

DEAR SIR: Kindly hand to your Mr. Fulkerson the enclosed clipping, as a sample of *adaptation* in advertising in the far Northwest. It is cut from the Spokane Falls *Review*. Evidently the business men eat Goat and the high diners take Bear.

Respectfully, F. A. KENNY.

Once a Week

LEADS THEM ALL.



Advertising Rates and Samples on application.

P. F. COLLIER, Publisher,

Once a Week Building, W. 13th Street, N. Y.



"While there's life, there's hope."

AN advertisement is but an introduction to the sought-for customer, and a good introduction is half the battle to an enterprising man. An advertisement in LIFE is an introduction that carries weight and gives prestige to the advertiser and commands the attention of the reading public. For rates, etc., address

28 WEST 23D ST.,
NEW YORK CITY.

T. F. SYKES,
Manager Advertising Department.

The Genuine **JOHANN HOFF'S**

MALT EXTRACT

Is the Standard Dietetic Tonic Nutritive of the World.

Beware of Imitations.



WHEN AND WHERE?

"THAT is the question."

WHERE are they? *WHEN* are they there?

These are questions which the advertiser who has something to sell to people of REFINEMENT AND WEALTH, and who wishes to advertise intelligently, often asks.

THE NEWS SERIES:

THE RICHFIELD NEWS, THE SARATOGA NEWS,
THE ST. AUGUSTINE NEWS, THE THOUSAND ISLANDS NEWS,

the only journals devoted to Society at American Summer and Winter resorts, solves the question during three months of the year, because these bright, breezy and beautiful papers REACH THE HAUT TON

WHERE it goes and *WHEN* it is there.

If you have something to sell and want to keep it before this class, *which composes almost exclusively the clientage of THE NEWS SERIES*, you will do well to make use of the advertising columns of these journals.

F. G. BARRY, Publisher.

GENERAL OFFICE: Utica, N. Y.

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I PROVE UP.

I was well acquainted with the publisher. I made a contract for advertising in his paper. He guaranteed a large circulation and agreed to furnish proof. In due time the proof was asked for. The reply was an assertion of 125,000 circulation. He was again asked for proof, and his attention called to the fact that he had agreed to prove up. He mounted a "high horse," and replied that if "Mr. Allen could not take his word for it he could take whatever other course he pleased." Six months later the account was settled, *pro rata*, on a basis of less than 50,000 circulation.

The above is simply a representative case; talking circulation and *proving* circulation are different things.

ALLEN'S MILLION

is proved up every month. At any time I shall consider it a privilege to furnish any responsible advertising agent or advertiser any special proof that they may desire.

I **Guarantee** my circulation. I **PROVE** my circulation. If less than ONE MILLION copies are issued in any month, I agree to make a discount, in exact proportion, to each advertiser.

Results to the Advertiser my only claim to Patronage.

Forms close the 18th of each month, prior to the date of the periodicals.

E. C. ALLEN,
Proprietor of Allen's Lists,
Augusta, Me.

$25

CASH WILL PLACE A

4-Line Adv.

One week before fully one-sixth of the reading population of the United States outside of large cities. This is accomplished by the

1400 Papers

OF THE

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

If electrotype is used, but one is needed.



An advertising list which does not include COMFORT is as rare as pie with the inside outside.

COMFORT reaches **500,000** well-to-do people every month.

For a comfortable space, apply to the agencies, or direct to the publishers,

GANNETT & MORSE CONCERN,
AUGUSTA, ME.

THE WISE ADVERTISER.

The advertiser who is wise
Will do something more than advertise;
Be he of high or low estate or station,
He will take a little recreation.

(Popularly ascribed to the Mr. Willet F. Cook, the Advertising Manager of JUDGE, and supposed to have been written in an unprofessional moment on the top of Mt. McGregor.)

TIRED BRAINS DO NOT MAKE BRISK BUSINESS.

The advertiser is only human, the belief current in some quarters to the contrary. There are, therefore, certain vexatious periods in his existence when he feels like hieing away to some secluded spot, far, far away from the dreary haunts of the solicitor, leaving the cares of life to his partner. If he be a wise advertiser he will not hesitate to give way to this inclination, which is simply an admonition from Nature that he needs a REST.

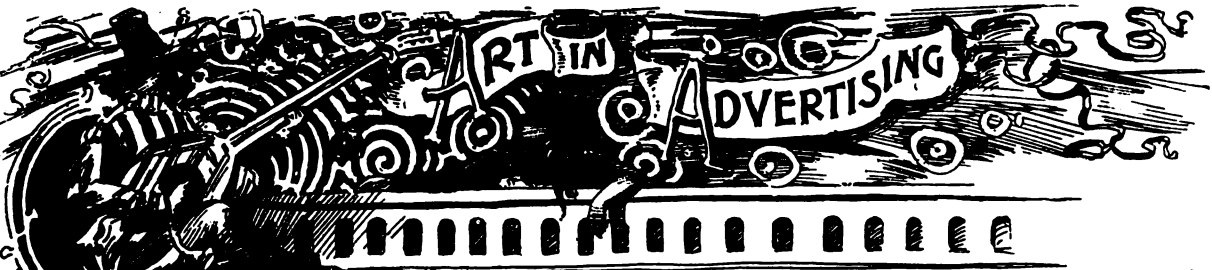
The object of these "lines" (agate, for which Mr. Brown persists in asking 25 cents each) is to suggest to the brain-weary advertiser

CORONADO BEACH,
San Diego County, California,

of which Charles Dudley Warner, in that entertaining paper of his in the December *Harper's*, says: "Any description would fail to give the charm of existence here. Restlessness disappears, for one thing, but there is no languor or depression."

The summers are cooler at Coronado than at the East. In a period of 10 YEARS there were only 120 days in which the thermometer registered above 80 degrees. For full particulars, address E. S. BABCOCK, Manager the Hotel del Coronado, Coronado, Cal.

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THE GRAPHIC.

America's Popular Illustrated Weekly.

The Journalistic Success of the day: A Peerless Medium for Advertisers.

THE GRAPHIC COMPANY,
CHICAGO.

EVERY LIVE ADVERTISER SHOULD USE



WILLIAM L. MILLER, *M'g'r Advertising Department.*
110 Fifth Ave., New York.

Dodd's Advertising Agency, 265 Washington Street, Boston.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

ART IN ADVERTISING RATES:

PAGE,	$50 00
HALF PAGE,	25 00
QUARTER PAGE,	12 50
INCH,	5 00

10% Discount on Yearly Orders.

CIRCULATION PROVED, OR NO PAY.

THE GREAT DIVIDE,	30,000
L'ART DE LA MODE,	32,000
REVUE DE LA MODE,	20,000

RATES AND SAMPLES ON APPLICATION.

F. W. NOSTRAND, Mgr. Adv'g Dep't,
17 Tribune Building, New York.

KATE FIELD'S WASHINGTON

(NEW YORK AND WASHINGTON)

is more quoted from than the oldest journals in the land. Why? Because there is character and originality to it.—*Indianapolis Sentinel.*

115 East 23d St., New York City.

$25.00 will be paid to any one securing us the contract for printing any regular newspaper publication or magazine, and a percentage as long as the contract runs.

Address **PRINTER,**
Care of **Art in Advertising.**

Judge's Library-Magazine.

Over 75,000 Circulation per Month, Guaranteed.

Send for sample copy, rates, etc.

JUDGE BUILDING,
110 Fifth Ave., New York.

WILLET F. COOK,
Adv. Manager "Judge."

YOU can own and run a local illustrated paper at a PROFIT. We will tell you how.

Pictorial Weeklies Company,
28 WEST 23D ST.,
N. Y. CITY.

Advertisers!

Send your name, business and address, quoting one paper that pays you, and receive free for one year

THE ADVERTISER'S GUIDE,
New Market, New Jersey.

---

15 TONS SOLD IN ONE MONTH!

OF WHAT?

OUR SPECIAL PREMIUM,
WOOD'S NATURAL HISTORY.

EMPIRE PUBLISHING CO.,
66 and 68 Duane Street, NEW YORK.

WHO USED THEM?

LIVE MERCHANTS IN THE FOLLOWING LINES OF BUSINESS, TO DRAW CASH TRADE:

Baking Powder, Spice, Coffee, Tobacco and Soap Manufacturers, dealers in Retail Dry Goods, Notions, Hardware, Boots and Shoes, Clothing, Groceries, General Goods, etc., Newspaper publishers.

Write for full descriptions of what we have to offer.

Other merchants are increasing trade with our premiums. So can you.

EMPIRE PUBLISHING CO., 66 & 68 Duane St., New York.

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IF YOU ARE THINKING OF

ADVERTISING IN ENGLAND,

we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

Smith's Advertising Agency,

132 FLEET STREET, E. C.,

LONDON, ENG.

"SUCCESSFUL ADVERTISING" (*11th Edition*) *is the best guide to British advertising.*

Sent prepaid for 50 cents.



Our best advertisers need only to delay a little in filling orders to bring inquiries to us about their responsibility.

The Readers of these papers have learned through many years of good service to trust them. They write to ask whether we have been deceived: "We are jealous of the reputation of our trusted paper," is the tone of these inquiries.

We try not to abuse this confidence, as it is so greatly to the advantage of all of us—advertiser, paper, reader, ourselves.

This endorsement can be had in no other way; neither can these **260,000 HOMES** be entered in any other way so easily or so cheaply.

Write for fuller particulars.

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS **14** BEST WEEKLIES

Every Week Over 260,000 Copies

Religious Press Association, Phila.

SUNDAY SCHOOL TIMES,
PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.

BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.

WRITE IT IN THE CONTRACT:

"Circulation to be proved above 50,000, or no pay."

THAT IS

THE TEACHER,

A Journal of Education and Pedagogy.

(Monthly, except July and August.)

THE TEACHER is emphatically the journal of cultured and progressive professional teachers and school officers. It represents the highest plane of educational journalism. As has been said by high authority, "THE TEACHER *is as good as any purely educational journal can be.*"

RATES (Invariable):

Per line,	$0.40	Per inch (12 lines),	$ 4.50
" col., (10 in.),	40.00	" page (3 cols.),	120.00

Discounts for Continuance:

3 times, 10 per cent.; 6 times, 15 per cent.; 10 times (the year), 25 per cent.

No advertisement not absolutely unquestionable, in fact or character, will be received.

THE TEACHER, 3 East 14th Street, N. Y.

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"*When found, make a note of.*"—CAPTAIN CUTTLE.

THE RIGHT MEN IN THE RIGHT PLACE ARE

C. MITCHELL & CO., of London, England,

12 and 13 Red Lion Court, Fleet St., E. C.

ADVERTISING CONTRACTORS OF FIFTY YEARS' STANDING.

The Manufacturer who Travels

Should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find Time to Travel

Should write to C. M. C. Their extensive American Clientele and long acquaintance with English Advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his Clients'

Interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms.
Estimates and specimen papers free on application.

"The Newspaper Press Directory," Forty-sixth annual issue, price, by post to the United States, 50 cents.

The New York Evening Post.

FACTS FOR ADVERTISERS.

I. Readers of THE EVENING POST insist upon having it every day. You cannot duplicate the circulation by using all the other papers combined. The morning paper is taken to the office and thrown away; the evening paper is first read by the men, then carried home.

II. Every advertiser seeks to reach people who have the means of buying. Our readers want good things, whether cheap or expensive, necessities or luxuries.

III. We now daily circulate from 21,000 to 26,000 copies. Any advertiser may prove this to his own satisfaction by seeing the edition run off in our press-rooms.

IV. We insert no advertisements of doubtful character, nothing unpleasantly suggestive, no bogus offers.

V. We daily publish a greater quantity of advertising than any other evening paper in New York Rity; representative houses in every line are our largest advertisers. The rates are low and they are invariable.

If you desire further information or sample copies free, address

THE EVENING POST,
206 to 210 Broadway, New York City.



It will carry your advertisement to a Quarter of a Million Homes.

THE LADIES' WORLD

EACH ISSUE REACHES OVER

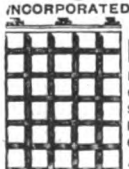
250,000 PROSPEROUS HOMES,

And it is read by a Million Ladies, who are GOOD BUYERS AT ALL SEASONS.

You cannot afford to miss this constituency! Ask your Agent for estimate, or write direct to

S. H. MOORE & CO., Publishers,
27 PARK PLACE, NEW YORK.

INCORPORATED 1887. CAPITAL STOCK PAID, IN $50,000.00. A. G. HULBERT President and Manager



ARTISTIC METAL WORK.
RIBBON STEEL LATTICE
FOR BANKS, OFFICES, SHOW CASES, PORTIERES, GLASS DOORS, ELEVATORS, STAIRWAYS, BALCONIES, TRANSOMS, WINDOWS, &c.
BEWARE OF INFRINGING, HIGH PRICED OR OLD FOGY GOODS.



NEW DESIGNS, 16 PATENTS.
RAILINGS AND FENCES
FOR LAWNS, HOTELS, CHURCHES, PARKS, RESIDENCES, CEMETERIES, GRAVE LOTS, COTTAGES, SCHOOLS, OFFICES &c.



Agents Wanted. Catalogue Free.

HULBERT FENCE & WIRE CO., ST. LOUIS, MO.

Office, 904 Olive Street

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"IT SETS PEOPLE TALKING."

The following **20** finely cut and polished Gemstones given

"FREE" with THE GREAT DIVIDE,

viz.:—**Goldstone, Silicified Tiger Wood, Striped Onyx, Tiger Eye, Jasper, Carnelian, Green Crocidolite, Pink Crocidolite, Ribbon Agate, Jewel Onyx, Green Moss Agate, Satin Spar (The Peer of Moonstone), Tree Agate, Montana Agate, Mosaic, Striped Agate (Ladies' Brooch), Agate Sets (Sleeve Buttons), Cameo, Bloodstone,** given free as a premium to each new yearly subscriber, if subscription is sent within **30** days of the date of this journal.

Each Gemstone is honestly worth 50c., and some cannot be bought for $1 each of any jeweller, and the total value is over **$10.** You naturally say, "Can this be true?" We positively guarantee to refund your money if you are not fully satisfied. Our reason for offering this costly premium is: **We must advertise to get others to advertise with us, and by this method we will have a national circulation quicker than by any other way that we know of, and our conclusions are based on facts obtained by trial experiments.**

THE GREAT DIVIDE is a monthly journal, illustrated and printed in a most elegant manner, containing articles on Rocky Mountain scenery, its minerals, mines, crystals, relics, cliff dwellings, Indians and their customs, haunts of fish and game, natural wonders, caves, grotesque and marvellous works of nature, burning rock, mineral springs, climate, wild flowers, and hosts of other interesting things. Brimful of fresh, original and spicy reading every month. Different fromany other publication in the world.

STANLEY WOOD, Editor.

OUR CONTRIBUTORS ARE: *Litterateurs, Capitalists, Cowboys, Scouts, Miners, Indians; in other words, people who are familiar whereof they write, and tell their stories in their own quaint way. You cannot afford to miss this. Sample copy only* **10 cents.**

Send **One Dollar** to-day for a year's subscription, and the **20 Gemstones,** securely packed, will be sent, postpaid, same day your order is received.

TESTIMONIALS.—"Gems received, gems indeed."—Professor W. H. CANOLL, New York College of Archæology, etc.

"I have received your little cabinet of cut stones, which are gems in their way. The wonder is how you can afford them at such rates."—Dr. J. H. CHAPIN, St. Lawrence University, Meriden, Conn.

Address, **THE GREAT DIVIDE, 1624 Larimer St., Denver, Colo.**



IT WAS A WISE MAN who said: "Leave nothing to what is called 'luck,' and you will generally be what is called 'lucky.'"
So in advertising.



Take every possible precaution that will assure success. Secure the best advertisement obtainable—the one of all others that will be most likely to bring you business.

Then see that it goes in the right mediums—the papers that will bring you the largest returns. Be sure that you pay no more than a fair price for your space and that no one takes advantage of your inexperience.

By giving painstaking care to all of these essentials you will probably find that you will have "good luck" in advertising.

We will advise with you on any of these points.



GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.



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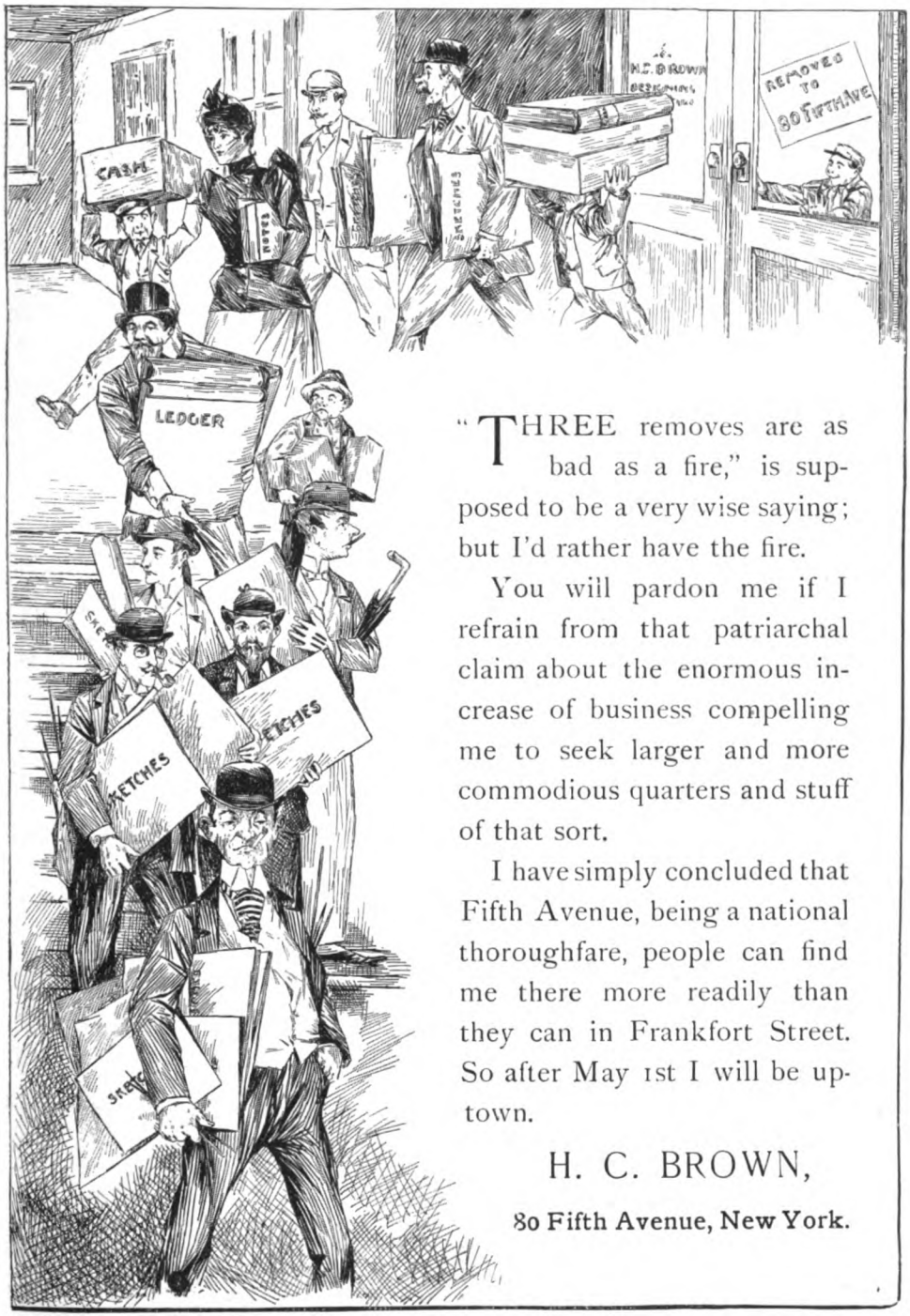


THE New York RECORDER has jumped from nothing to more than 210,000 copies in less than six weeks. It is bright, clean, newsy, independent, and is the most successful paper of the day. Its Sherman Statue Fund closed with 56,000—$6,000 more than was asked. This in less than five weeks.

THE RECORDER COMPANY,

20-24 New Chambers Street, New York.

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"THREE removes are as bad as a fire," is supposed to be a very wise saying; but I'd rather have the fire.

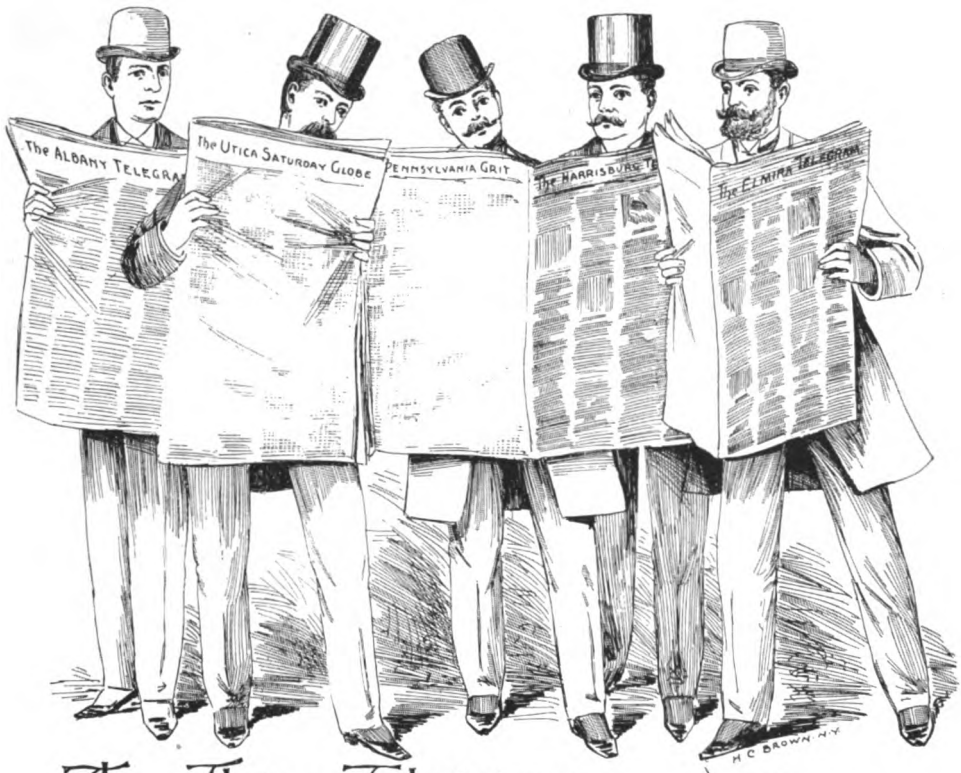
You will pardon me if I refrain from that patriarchal claim about the enormous increase of business compelling me to seek larger and more commodious quarters and stuff of that sort.

I have simply concluded that Fifth Avenue, being a national thoroughfare, people can find me there more readily than they can in Frankfort Street. So after May 1st I will be uptown.

H. C. BROWN,

80 Fifth Avenue, New York.

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The Three Telegrams,
The Utica Saturday Globe,
Pennsylvania Grit.

Known Circulation 500,000.

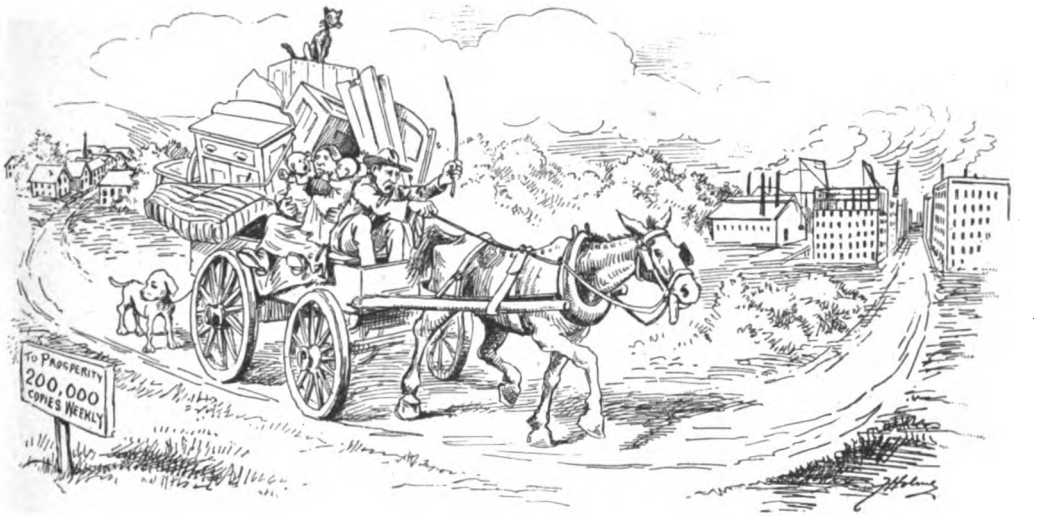
These five mediums cover New York, Pennsylvania and the New England States, and each have a constituency that has money to spend.

I can't promise a gold dollar for a nickle, but I can promise that the circulation of 500,000 is bona fide.

A. FRANK RICHARDSON,

Tribune Building, New York City.

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[TRADE MARK.]

THE QUICK AND THE DEAD.

(Positively the last appearance.)

Above we give you an illustration of a man who tried for years to earn a living in an "old-established," "well-known," "guaranteed," sleepy old town, where the grass grows in the street, the citizens are all thoroughly respectable, the empty store boxes are the only opera chairs, and the local paper died from want of advertising patronage. The condition of this man, his family, horse, dog, and all his chattels and worldly possessions, after the experiment, is told in the illustration.

He is leaving the "Dead" town and is moving to the "Quick" city which has sprung up in only a few years, where prosperity, energy, capital, and plenty abound on all sides. Wise man! If the mountain will not come to Mahomet, Mahomet will go to the mountain.

An illustration of "moving" among advertisers from the "old-established," "well-known," etc., newspapers into the "Quick," growing, healthy, hustling young publications can be seen by examining the columns of the CHICAGO SATURDAY BLADE and CHICAGO LEDGER. The SATURDAY BLADE, with 200,000 copies weekly PROVED for the year, has the largest circulation of any weekly newspaper in the United States, and is not yet three years old. Will prove on the CHICAGO LEDGER 100,000 per week for one year. RATE: SATURDAY BLADE, $1.00, net; LEDGER, 50 cents, net.

REAL ESTATE vs. ADVERTISING SPACE.

Dealers in real estate buy property in a live, active, growing city in order to profit by the rise in value of their purchase. Advertisers buy space in a live, growing paper, like the SATURDAY BLADE and CHICAGO LEDGER, for the same reason.

The advantage enjoyed by any advertiser in the SATURDAY BLADE or CHICAGO LEDGER is that he can cancel his order for space (this is put in all contracts) in either paper at any time he thinks it does not pay him; but where can you find the seller of real estate who will take back his property at any time. You take no chances in making an annual contract for space in the SATURDAY BLADE or CHICAGO LEDGER.

Apply for space to any responsible advertising agency, or to the publisher,

W. D. BOYCE, 116 and 118 Dearborn St., Chicago, Ill.

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EASTER NUMBER.

THE GREAT WRITERS OF THE DAY.

To convince everybody, before subscribing, of the high quality and interest of our beautifully illustrated journal in its new form, we will send, as a trial subscription, to any address, postage prepaid,

3 Numbers for 10 Cents,

including our Easter Number, with an artistic cover emblematic of Spring, Youth and Hope, designed by **Wilson De Meza**, and beautifully printed on cream white paper.

Some of the features contained in these **3** numbers are:

Mrs. Barr's new serial novel, "A SISTER TO ESAU." (Hereafter **Mrs. Barr** will write exclusively for the LEDGER.)

Mrs. Frances Hodgson Burnett's touching story, entitled "EIGHT LITTLE PRINCES."

Hon. George Bancroft's entertaining article, "A DAY WITH LORD BYRON."

Mr. Wilson De Meza begins a series of bright and amusing sketches of a midwinter trip to the West Indies, with illustrations by the author, entitled "IN THE FOOTSTEPS OF SUMMER."

A Popular Life of Andrew Jackson, by **Oliver Dyer** (author of "Great Senators"), in which Mr. Dyer does full justice to one of America's greatest heroes.

Judge Tourgee begins a new novel of American domestic life in the Southwest, with dramatic war incidents, which will be of interest to every mother in the land, entitled "A SON OF OLD HARRY."

The above is a sample of the matter which goes to make up the most perfect **National Family Journal** ever offered to the American people. Send 10 cents for these **3** numbers and judge for yourself, or send only Two Dollars for a year's subscription to the

NEW YORK LEDGER.

ROBERT BONNER'S SONS, Publishers, 62 William St.

THE NEW·YORK·LEDGER 1891

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Art in Advertising

FOR

May, 1891.

Price, $1.00 per Year. 10 Cents per Copy.

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JULY 1ST

ADVERTISING RATES IN

The Ladies' Home Journal

WILL BE ADVANCED TO

$3.00, $4.00 and $5.00 per line

(ACCORDING TO LOCATION).

The circulation is now nearly three-quarters of a million copies each issue, and will be pushed—by ART IN ADVERTISING—to a full million copies each issue before the year is finished.

CURTIS PUBLISHING CO.,

PHILADELPHIA, PA.

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

NEW SERIES. MAY, 1891. VOL. III. NO. 3.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

COPYRIGHTED, 1891, BY THE PUBLISHERS.
ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

REMOVAL.

THE ever-increasing prosperity of ART IN ADVERTISING calls for some sort of recognition. We have therefore paid our paper the compliment of moving to Fifth Avenue.

SOME SPECIAL REPRESENTATIVES.

A GOOD story is told about Mr. Samuel Beckwith that is characteristic of special agents in general. A customer applied to one of the agencies for advice, and as he appeared hard to satisfy, the agency sent for Mr. Beckwith to reinforce its arguments, with the result that the order was given, with the understanding that all the money was to be spent in Mr. Beckwith's mediums.

Before we could obtain the portrait of these enterprising gentlemen we entered into a solemn contract not to say anything complimentary of either one. Hence these tears.

TO PUBLISHERS.

NEARLY every city of any size has several hundred firms whose advertising, when they advertise at all, is of the most primitive or ordinary kind. In all probability these men have never had their attention called to the possibilities of our later-day methods of advertising. Were an opportunity offered which would bring this subject to their notice, they would undoubtedly be glad, as enterprising business men, to take advantage of it.

It would be to the interest of publishers if such firms could be brought to an understanding of the value of advertising.

As an "eye-opener" on this point, ART IN ADVERTISING is invaluable. Its circulation in this field would, no doubt, greatly benefit the local medium.

Publishers should co-operate with us in the good work of informing these people how, when and where to advertise. We would be glad to hear from managers on the subject.

THE "MAKE UP A LIST" PRIZE.

MR. C. D. HAWLEY, of Berlin, Wis., whose list came nearest the average of all the lists, has been declared the successful contestant. In accordance with his request, therefore, we have sent him a Pittsburgh lamp, and trust that he will burn the midnight oil to good advantage. A bright man like him ought not to hide his light under a bushel.

BERLIN, WIS., April 13, 1891.

ART IN ADVERTISING CO.,
New York City.

GENTLEMEN: Yours, April 9th, stating that I was the winner in "Make up a List," received. You ask what I desire. I would like a "Pittsburgh" Lamp. Please use your own judgment as to the style.

Truly yours, C. D. HAWLEY.

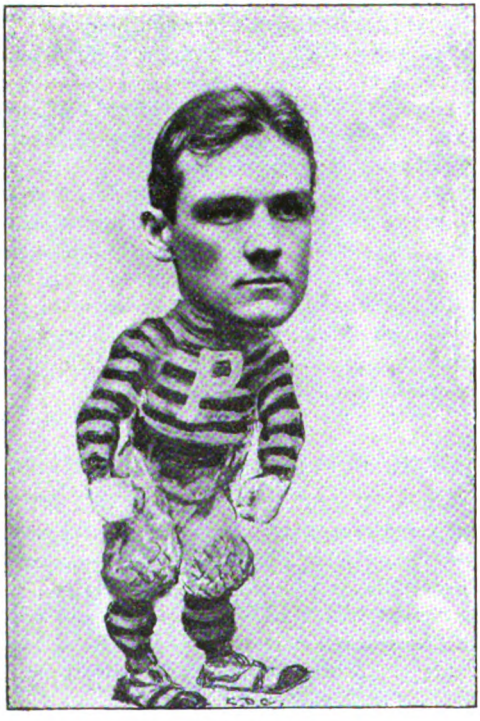
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RICHARD HARDING DAVIS.



HERE is a new face at the windows and a new step on the floor at Harper's. Mr. George William Curtis has called to his aid an assistant in the person of Mr. Richard Harding Davis. Time has dealt kindly with Mr. Curtis, but age creeps on, and the closing years of a busy life renew again the desire for a well-earned rest.

Mr. Davis belongs to the present-day writers.



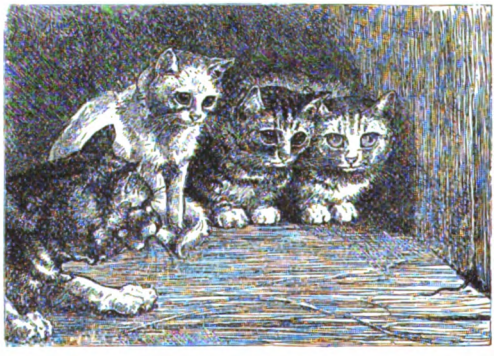
RICHARD HARDING DAVIS.

Some of his short stories, like "Gallagher," which appeared in *Scribner's*, are good. Others, like "Miss Catherwaithe," are like the old-time "spring-bottom" pants that used to be worn in the Bowery—snug and neat till the end, when they suddenly lose confidence in themselves and flatten out all at once. Mr. Davis has a speaking acquaintance with Mr. L. Clarke Davis, of the Philadelphia *Ledger*, and knows Rebecca Harding Davis by sight.

The practical conduct of the *Weekly* will be his, and this journal of last century's civilization will benefit by the infusion of new blood. Won't the old readers rub their eyes when they read about "The Tough Girl at Harrigan's," and other items of like nature? But the pill will be sugar-coated, and the dear old souls won't know that they are at last being brought into contact with every-day life.

Mr. Davis is scarcely twenty-six years old, and a short time ago was a reporter on the *Evening Sun*. He dresses well, combines business with literary ability, and, like all great men, thinks he would have succeeded better in another field. Our sketch by his friend, Mr. Dana Gibson, represents him in that other field.

THE London hotels issue very neat *brochures* containing, besides the hotel advertisement, a good deal of practical information for the travelling public, not the least of which is the series of back-page advertisements telling a man where to go for his hats, clothes, trunks, etc. The one before us is from the Grand Hotel, one of the many caravansaries owned by a syndicate who control no less than nine leading hotels in England and the Continent.



A TAIL PIECE.

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ART IN ADVERTISING.

Pittsburgh Commercial Gazette.



J. E. Van Doren.

The Evening News.



C. J. Billson.

SOME

The Daily Pioneer Press.



A. Frank Richardson

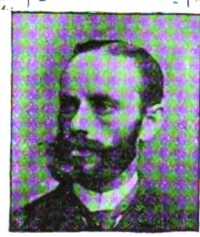
BUFFALO EVENING NEWS



T. B. Eiker.

SPECIAL

The Call.



F. K. Misch

CHICAGO JOURNAL



S. E. Williams.

THE DENVER TIMES



S. S. Vreeland.

Morning Oregonian



S. E. Beckwith.

REPRESENTATIVES.

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It is hard for me to tell at this season of the year exactly what ails me. Mr. Hood insists that my blood needs purifying, so does Mr. Ayer. Mr. Scott says that I have just withstood a long siege, and that my system needs fortifying. He, himself, has just returned from quite an arduous campaign and has collared several indiscreet spies, whom he is now proceeding to shoot, and has engaged considerable space to proclaim his many victories. The gentlemen who own Carlsbad Sprudel Salt have also suddenly discovered my lamentable condition, and respectfully suggest that all great men like myself, Bismarck and Talleyrand, when run down, resort to Carlsbad, and that as I cannot be spared to go to Carlsbad, he has brought Carlsbad to me. I did not know that I was the object of so much tender solicitude on the part of these philanthropic gentlemen.



A CUTICURA BOY WITH HIS SKIN ON FIRE.

I have long been a student of contemporaneous English literature. History will bear me out, I hope, in the assertion that I have, in my humble way, endeavored to profit by the work of the men who have shed lustre on what is, perhaps, the most brilliant period in modern literature. It is with feelings of admiration, therefore, not unmixed with pleasure, that I peruse the following composition from that well-known author, William B. Riker, Esq., of he city of New York :

"SHALL THE DRUG AND MEDICINE TRUST SUCCEED ?

"It rests with you. Continue to use their nostrums and it May. Refuse to Bow Down and do so, and it never can. Now is the time to show these Insatiate Leeches that they cannot Bleed You at their pleasure. Riker & Son, the friends of the people, still do business at the old stands, 353 Sixth Avenue (retail), 585 Washington Street (wholesale), and shall continue to supply you with good, honest medicines at Rock Bottom Prices. We will also continue to sell the Nostrums Of The Combine at our present figures or lower, to such Few persons as are so bigoted, so stupid, or so careless of the interests of themselves or their fellow beings as to still desire to use them, and thus assist the 'Combine' to raise prices," etc., etc.

But Mr. Riker is not to be allowed to wear the laurel wreath unchallenged evidently, a gentleman in Roxbury, Mass., has entered the arena.

"DONALD KENNEDY, of Roxbury, Mass., says:

"My Medical Discovery seldom takes hold of two people alike! Why? Because no two people have the same weak spot. Beginning at the stomach, it goes searching through the body for any hidden humor. Nine times out of ten inward humor makes the weak spot. Perhaps it's only a little sediment left on a nerve or in a gland; the Medical Discovery slides it right along, and you find quick happiness from the first bottle. Perhaps it's a big sediment or open sore, well settled somewhere, ready to fight. The Medical Discovery begins the fight, and you think it pretty hard, but soon you thank me for making something that has reached your weak spot. Price $1.50. Sold by every druggist in the United States and Canada."

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When a man has a medicine endowed with human intelligence, like Mr. Kennedy's, he certainly has what in common parlance is known as a "cuckoo." Fancy a medicine that persuades the small ones to "move on," and when it meets a big one that is "well settled," and impervious to argument, tackles it right off-hand in the Prize Ring Style.

Mr. Kennedy's composition is a gem.

* * *

STILL another breaks out into loud lamentation because people rarely see a hale, hearty, vigorous old man like the one he prints at the head of his article. A somewhat intimate acquaintance with wood-cut gentlemen of the hale and hearty type, fails to reveal the cause of his grief. We print a reproduction of his cut.



"How rare it is to see a hale, hearty, vigorous old man like this, who is advanced in years, but is good for many years more. Too often we see old men and aged women weak, broken, sickly, constantly suffering, miserable most of their time."

Why we should bewail the fate that denies us the pleasure of seeing an unlimited number of such looking gentlemen is beyond our comprehension.

But this is irrelevant. We are discussing literature, not art. Mr. Hunt asks in a voice broken by sobs, we might say:

"Do you ask what this way (to health) is?"

We answer: "By the use of that great life-giver and strength-imparter, Hunt's Remedy."

"THE POWER OF THE PRESS," which I take but little account of, showed itself rather surprising lyin the recent bill before the Minnesota Legislature, which would have caused considerable trouble to proprietary medicine manufacturers had it gone through. The *St. Paul Pioneer Press* set up a shriek in defence of Hood, Ayer, Carter, *et al.*, and succeeded in having the measure defeated. We trust the *Press* will reap its reward.

* * *



I SEE, in looking over the magazine pages, that a new artist has arisen in the advertising zenith. Upon a number of designs, especially those devoted to the praise of railroads, I notice the name "Seaman" given, presumably, as their author. I thought my familiarity with artists in this line was extended, but drawings by "Seaman" are new to me, and I congratulate him upon having a great variety of manners; he must be a man of wonderful facility.

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NOTWITHSTANDING my criticism of last month, it is good to see Ivory Soap back in the magazine pages again. I know not if many people will own to the same interest that I find in these gifted contributions to the periodical literature of the day, but to me they are a perpetual source of entertainment. I should be glad to see Messrs. Proctor & Gamble's professional lyricist strike up again in the melody which gave us that delightful verse :

" Ah, Genevieve, have you divined,
That, as the silken skein you wind,
You wind around my heart as well
The thread of Love's entangling spell ?

" Those two soft hands so dainty white—"
" I wash them morning, noon, and night,
As you do yours, young man, I hope,
In lather made of Ivory Soap."

Perhaps Mr. W. S. Gilbert might be induced to add other verses upon this attractive topic, and Mr. Arthur Sullivan set them to music. It is time some one chained the genius of poetry and music to the gilded chariot of an advertising Hercules ; for if leading painters make pictures for Messrs. Pears, why should the gifted poet shrink from doing the practical world a good turn now and then ?

* * *



ISN'T THIS RIDICULOUS?



A GOOD THING FROM HOOD.

BROWSING about in Brentano's fascinating store on State Street, Chicago, I found the other day, among that marvellous array of the world's periodicals, a copy of *Tid Bits*, which was new to me, though the manager told me that it was world-famous. According to this amiable gentleman, the paper has a circulation of about 500,000 copies weekly, the price being in London, where it is published, two or three cents. I was curious to see what a weekly could contain to bring it to so great a popularity. It conveys the information conspicuously that all its readers are invited to contribute, and that a guinea is paid per column. The column is but a few inches long, and as I presume there are some few hundred thousand literary aspirants in the field all the time this may account for a good part of the sales. For the rest, the paper seems to be filled up by all sorts of prizes ; a certain sum for the person who discovers the most typographical errors in a number, a prize for the best clipping from foreign papers, another for the best "Tid Bit" of whatever kind, and so on *ad infinitum*. But the best prize of all is secured by being found dead with a copy of the paper in your pocket, upon which fortunate occasion your family get one thousand dollars.

Digitized by Google

I AM amazed to see to what unpardonable lengths a man will go to obtain a little cheap notoriety. There is a book before me, "American Celebrities," which is enough to drive a man to drink. It purports to be a collection of eminent personages in various walks of life, including Poets, Statesmen, Orators, Policemen, Reformers, etc. Under the latter heading, presumably, appears a portrait of Mr. A. Frank Richardson, taken, I should say, ten or twelve years ago, before the present thirst for glory seized him. A veneering of respectability is given to the publication by the portraits of such celebrities as Mr. E. Rosewater, of the Omaha *Bee*, Mr. E. H. Woods, of the Boston *Herald*, and Mr. Fred Driscoll, of the St. Paul *Pioneer Press*.



PEARLINE'S RIVAL IN ENGLAND.

"A WELL-DRESSED man went into the publication office of Harper & Brothers the other day," says a writer in the *New York Times*, "and said he wanted to see somebody about getting an 'ad.' into the *Monthly*. He was introduced to the proper person, and proceeded to astonish that official by saying: 'What I want is something about like that New York Central write-up you had awhile ago—that thing by Brander Matthews, you know—"The Vestibule Limited," I think it was called.'

"The man behind the desk interrupted the stranger at this point by telling him somewhat indignantly that the story in question was not an advertisement, but a charming piece of literary work for which the Harpers had paid the author a good round price. 'Now don't, don't give me any such fairy story as that,' said the man. 'Why, I'm in the business!—been advertising agent for the W. & D. since 1884, and I know all about it. Our people have just put on a vestibule train and want to let the public into the secret. We liked that Matthews man's style, and decided to have our train written up about the same way, if it ain't too expensive. Come, now—business—what's the price?'

"And when that man went away he was thoroughly convinced that the Harpers and the New York Central had formed a conspiracy against his road."

* * *

THE Boston firms are dabbling in Shakespeare. Mellin's Food says: "We are advertised by our loving friends," and print portraits of babies so monstrously fat as to suggest elephantiasis.

Ivers & Pond: "Call me what you will, you can fret me, you cannot play upon me," and try to make the connection fit an old worn-out piano that they are willing to take in partial payment of a new one.

These are not quite so bad as Mayflower Tobacco Quotations in the New York Elevated, but they are not much better:

"Large Vessels venture more,
Little Ships must keep near shore."

Mayflower Tobacco is sold in every city and town in the United States.

* * *

MR. ANDREW PEARS, who founded the great soap business which within the last seven or eight years has quadrupled in extent, lives in a princely mansion known as Spring Grove House, Isleworth, not far from his firm's principal factory. He is about forty-five years of age, thickly built, of medium height, and one of the shrewdest, hard-working men of tact and business of to-day. He has lost most of his hair, and his tonsorial artist keeps his whiskers in trim with scissors. It has several times been good-humoredly remarked that Mr. Pears is an excellent walking advertisement for

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his *spécialité*, for his skin presents a singularly clear, pure, and soft appearance. He is very charitable and generous in the neighborhood in which he resides, where he interests himself in all the aims, wants, sports, and amusements of his fellow-men. Mr. T. J. Barratt, his brother-in-law, who married Miss Pears, the only partner in the business, resides near the "Leg of Mutton" Pond at Hampstead.



"POSITION" AND "STYLE."

By R. H. Sylvester,
Editor Washington Post.

To many newspaper advertisers "position" is a matter of transcendent importance. To use their own peculiar parlance, they must either "go at top column next reading matter," be "first in column following reading matter," or at "top column next full column of pure reading matter," or in some other locality of equal distinction and prominence. They usually succeed in dictating their own terms, and, as a rule, are willing to pay fairly well for the monopoly they enjoy.

In certain lines this particularity of choice no doubt has its advantages, though it sometimes disfigures the privileged page, and worries the life out of the "make-up man" in complying with the requirements of a rigorous contract. The publishers, however, have only themselves to blame for the tenacity with which these advertisers persist in their claims. It would not be surprising if they finally squeezed themselves in between editorials.

But as all advertisers cannot be at "top of column" or "next to reading matter," what shall be done to better the condition of the grand army which has to put up with second, third, or last choice—with the southeast corner of the seventh page instead of the northwest corner of the first page?

Of course the "classified" or "small ads." are cared for well enough as it is; but to many branches of trade conspicuousness is a matter of considerable moment, and the reason that their announcements are inconspicuous is usually because they lack original and striking individuality. To acquire this element is a work of art.

A well illustrated "ad.," if with nothing more than a tasteful initial letter or head-line, will command attention. A unique design, an apposite conceit, an epigrammatic sketch, a scenic effect, as it were, in pen and ink, it is almost impossible to hide out of sight. The art consists in catching the public eye by style rather than position; and in this respect a vast improvement is going on.

Big display type is in bad taste, excepting upon extraordinary occasions when bill-board effects are wanted.
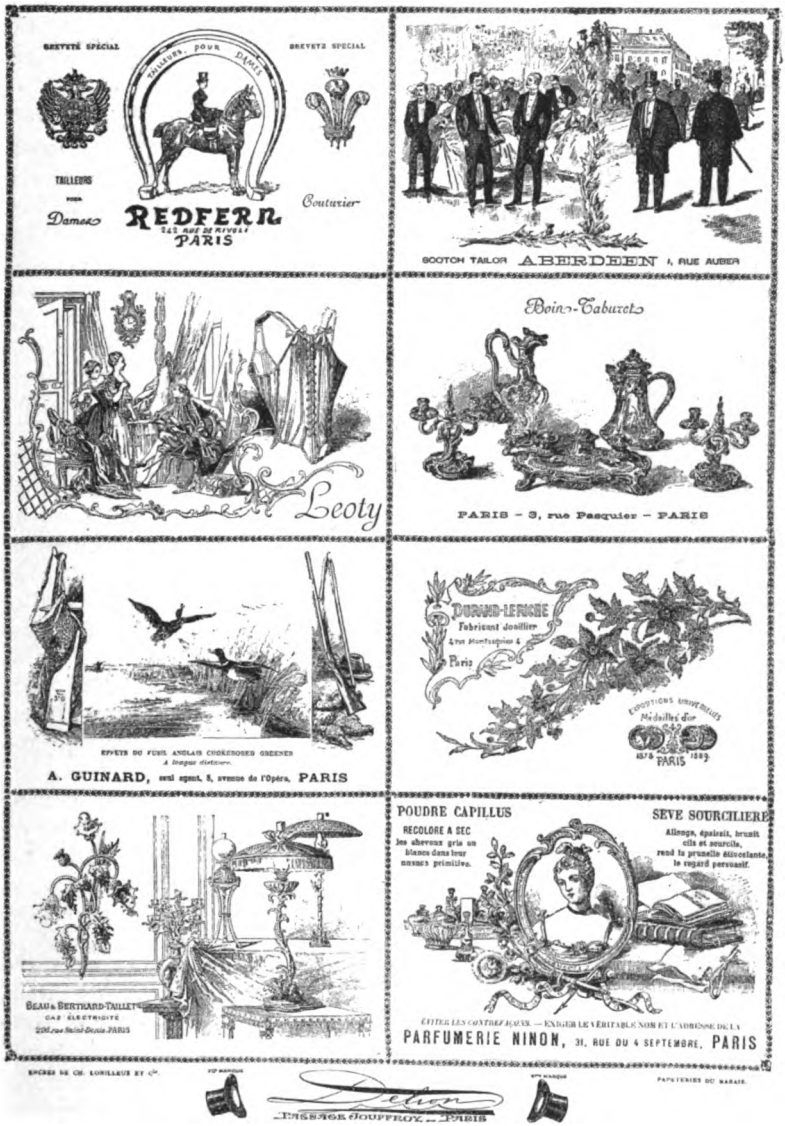
The clever outline illustration serves a better purpose, and one of its advantages is that the advertisement requires no fixed position. It can be shifted about and still be seen. It calls a halt to the reader's attention, gives him agreeable pause, implants a thought, and—secures a customer.

Progress in this direction is rapid and gratifying. Even the patent medicine "ads."—and a look at some of the old timers was enough to make confirmed invalids of a whole family—are feeling the reformatory impulse, and becoming suggestive of health and happiness.

To this good cause, designers and writers of recognized merit are making valuable contributions, giving a literary, artistic, and ambitious aspect to the business columns of nearly all our reputable periodical publications. Clumsy and meaningless trade-marks are being laid aside for the more effective and ornate. Ugliness makes way for beauty, dulness for wit, awkwardness for grace; and well-regulated communities everywhere appreciate the transformation.

It is hardly an exaggeration, and it is certainly not intended as a reflection, to say that in some of the great papers and magazines of the day, the best reading and the brightest talent are to be found on their advertising pages. That there's money in it goes without the saying.

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The arrangement of the hat-maker's card at the bottom is more than unique, and is worthy of emulation. Mr. Redfern is still on deck with his irrepressible coat-of-arms and his well-drawn girl on horseback. Some of his American advertisements do not begin to compare with this French one, though, on the whole, they show signs of painstaking that promises well for the future.

Corset-men, tailors, sporting goods, silversmiths, lampmakers, and others get a hint from the designs here given.

Some of the colored advertisements on the back pages of *Figaro*, for instance, are models of artistic excellence, and the example might be copied in this country by our colored horrors, *Puck* and *Judge*, to advantage.

HOW THEY DO IT IN PARIS.

In the reproduction given herewith, much of the beauty in the original is lost in this great reduction, but enough remains to show that great care has been taken with the engravings, and the sketches are all drawn by competent draughtsmen.



A BEAUTIFUL ELECTRO.

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MRS. HARRIET HUBBARD AYER.

MRS. HARRIET HUBBARD AYER is certainly entitled to all the success that has resulted from her energy. Mrs. Ayer is a woman of engaging presence, and in her business intercourse knows the value of courteous treatment. She has many solicitors to face in the course of a business day, but never seems to lose sight of the fact that each is entitled to a careful hearing. She is a good listener, and can refuse space with as much evident regret as she can an invitation to dine at a place where she doesn't care to go. Her recent advertising is very capable.

ENGLISH BUSINESS.
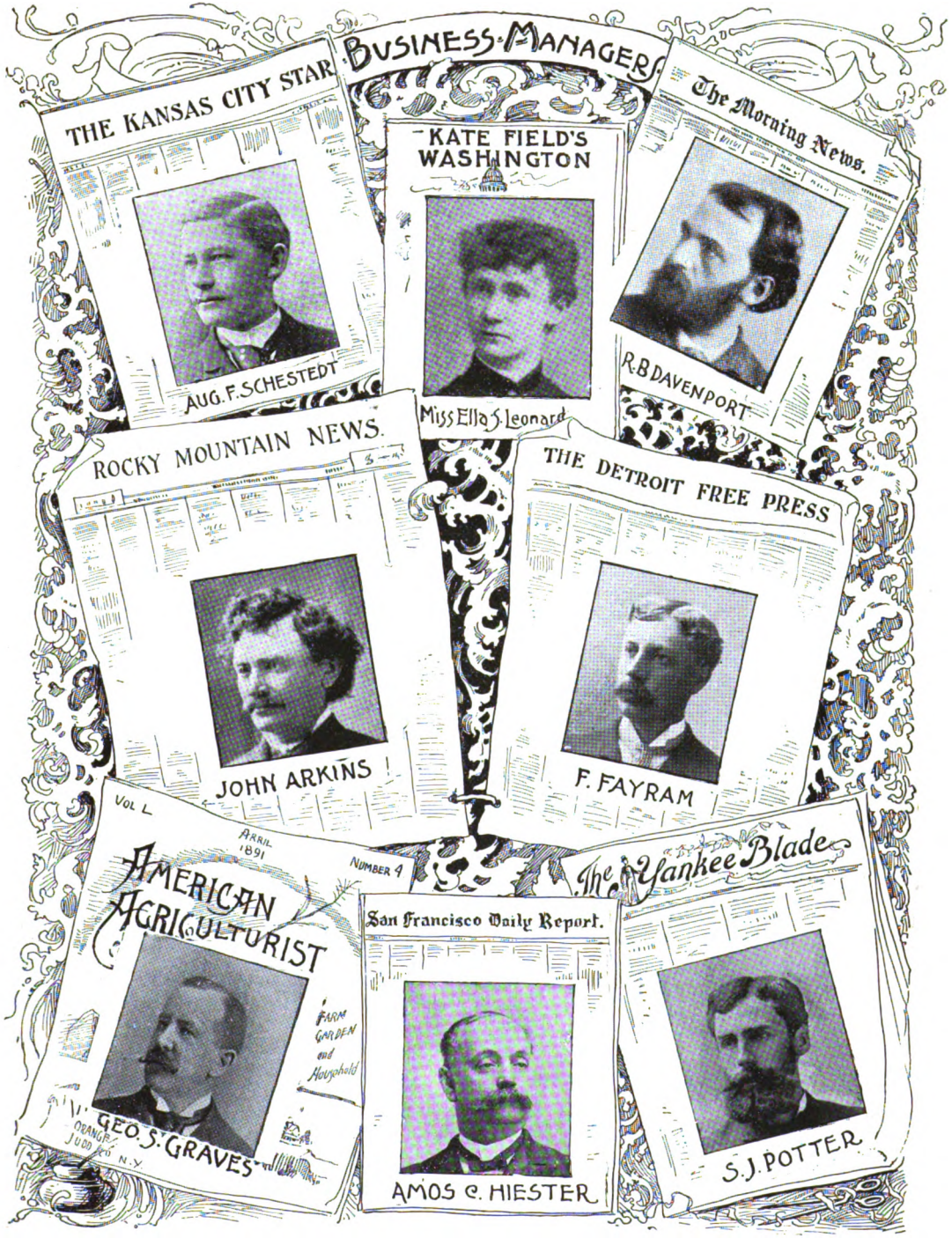
A VERY valuable handbook of reference for American advertisers is published by C. Mitchell & Co., a London firm, who number among their American clients some of our largest advertisers.

There is a growing disposition to push American proprietary articles in England and on the Continent. Mr. Scott left last week to look after the English interests of his Emulsion, and I see by the last London edition of the New York *Herald* that all their important advertisements emanate from this side. Carter's Liver Pills, Sozodont, Perry Davis's Pain Killer, Sapolio, Scott's Emulsion, Kodak Cameras, and others are already well established, and their business seems to be growing rapidly. The three great American magazines are also engaged in a hot competition for the English business, and the trade relations between the two countries seem to be daily growing more intimate and more voluminous. The information contained in Mr. Mitchell's publication is of particular interest to American advertisers, and ought to be in the hands of those who contemplate foreign markets. Nearly every quarter of the globe is represented, from the Diamond Fields of Africa to the heart of India.

THE REASON.

WE call a man a hard drinker, probably, because he feels "rocky" next day.

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PECULIAR

Miss Jones: "There's one thing about Green's
Miss Brown: "What's that?"
Miss Jones: "The wrapper."

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TO ITSELF.

soap that you never see about any other."

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A FEW IMPRESSIONS.

LONDON, April 10, 1891.

WERE it not for the promise too lightly given, I am sure I should never have the impertinence to attempt to give what you call a "*résumé* of the advertising methods of Europe." As it is, this task will have to be left for a more experienced and capable observer. Since I can hardly agree with the opinion I have seen expressed in your paper, that the English advertisers are more original in their methods than the American, I can approach the subject with humility, and only offer impressions which are likely to vary in every particular with those of the next American who looks upon the marvellous industry of the advertising Briton.





Of course the first thing that strikes the untravelled American is the amazing quantity of signs which he beholds in the first railway station into which he sets foot : Apple's Soap revealing itself in bold white letters from a thousand bull's-eye enamelled signs; Hudson's Soap set forth in the rays of a bobby's dark lantern; Sunlight Soap on long yellow strips of glazed iron, with a thousand other signs of every conceivable size, color, and shape, all against the walls, huddled together in inextricable confusion. Not a station, a tunnel, or a siding but reveals this mass of iron signs. The effort seems, not to try to put forth an interesting or striking design, but to force the name of somebody's soap, mustard, or cocoa down the throats of the wayfarer by the power of big letters repeated until the eye revolts, after seeking vainly through the maze of words for the name of the station.





Surely most Americans will congratulate themselves that they can still look out of the street-car windows without peering between advertisements stuck on the glass, that they can take a cup of coffee from the table the top of which does not blaze forth ecomiums of Sunlight Soap, or buy a dozen buttons without the pleasing assurance that if six of these buttons are discovered on your dead body your wife gets £250 from the makers.

Upon the back of your car ticket you are invited to buy your boots of Jones, and as you rest on the cushion of the carriage of the Railway du Nord in France, you find that even the "tidy" advises you by all means to buy Van Houten's Cocoa when you get to Paris. Of all goods advertised at present, certainly cocoa stands very high in its challenge of the public eye, and Van Houten out-Herods Herod. Not less than half of all the public vehicles of Europe, putting it safely, bear in conspicuous letters the assurance that Van Houten's Cocoa is best and goes farthest, and the signs give a curious addition to your vocabulary, as you read this legend in French, German, Italian, Flemish, and Dutch. Not long ago a large steamer went ashore in Amsterdam,



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and was considered a total loss until Van Houten offered for it a liberal price, and upon which he painted his motto in resplendent Dutch.



The Dutch, by the way, must labor under great disadvantages, as it takes but a few words of that mellifluous tongue to cover the side of a house or a column of newspaper print. A certain insurance company which advertises largely in Holland labors under exceptional disadvantages, it seems to me. I copied from the side of a large building its name, as follows:

LERENSVERZEKERINGMAATSSCHAPPY DORDRECHT.



The letters of the first word were ingeniously arranged in a circle to get them all in one line, and after the second was added the entire space was closely covered.

That the Dutch appreciate American advertising is quite evident from the fringe of admiring spectators which surround the windows of the Amsterdam and Rotterdam tobacconists wherein are displayed the colored portraits of some stage beauty put forth by the manufacturers of Duke's cigarettes. Even the boxes of all American cigarettes were found opened, so that the purchaser might examine the colored card or photograph in each, and his choice of brand was regulated apparently by the beauty of the chromo.



In countries where such great sums of money are yearly spent, it seems surprising that the weekly and monthly publications do not publish more advertising. No popular English magazine, I am told, ever prints the number of advertising pages which are common in their American contemporaries, and yet every number contains perhaps half a dozen "bills" or circulars which are vastly more expensive than the same amount of advertising printed as a page of the magazine itself. These "bills" fly out in a small shower as one opens a fresh magazine, and though unanimously voted a nuisance, many houses think them the most valuable, as well as the most expensive advertisement.

On the other hand, no one can fail to admire the clever designs and really excellent pictures reproduced and published by some of the great firms who spend thousands of pounds in getting and lithographing a fine painting. To the English advertiser there is nothing sacred in art, though as yet he spares natural scenery.

The great American daily newspapers, our own advertisers think, no doubt, are strict enough, yet, in comparison with their English contemporaries, they are liberality itself. Not only do they prohibit display here and under no circumstances break column rule, but the writer has seen within the past few days instances where an advertisement has been returned to the advertiser with the command that it be reduced in length, and the explanatory remark that it was too long (about 4 inches) to be devoted to a single book. Of course one of these papers was the London *Times*. While the rates for the great dailies are low in comparison with the circulations, I believe that the reverse is true of the average weekly and monthly periodicals. A cent a line a thousand, which is said to be the watchword of so many American advertisers, could hardly prevail in London if a general line of mediums were to be used, and one is frequently astonished to see the high rates secured by journals of small sale. One thing must be said for the liberality of many London publishers, they believe in taking their own medicine, and every "bus" and board fence has its full complement of signs and posters setting forth the attractions

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of the *Daily Chronicle*, *Tid Bits*, and a host of lesser stars. The underground railways, which are so dark as to be nearly tomb-like, seem to be a specially attractive hunting-ground for the advertisers, and in dozens of places you see gleaming signs in the dusk, though the letters upon them are quite beyond reading. So far as reading advertisements go, the average Englishman does not seem to expect that his sign will be read, and he apparently wastes no valuable time upon this part of the enterprise; but the energy he devotes to placing them in prominent positions is something prodigious, and he rests not night or day, until the public can scarcely close an eye without seeing a mental picture of his enamelled iron signs with name of his soap or cocoa in letters of flame.

Many old-fashioned methods seem here to be endowed with perennial youth, especially the sandwich man, who still enjoys a popularity undimmed by long years of usefulness. Indeed, these amiable gentlemen will doubtless survive every other form of public announcement, as in employing them one feels that a charity has been bestowed, while as a commercial transaction there may be a small profit realized.

Only one thing more—Americans are constantly twitted on the "shameless" way they advertise upon everything, and especially in the reading columns of papers; as an instance of the English way of doing the same thing, but much worse, I enclose the front page of the famous comic paper *Judy*.

F. N. DOUBLEDAY.



"OH, MAMMA, BUY ME A PLACE LIKE THAT?"

Mr. Siegfried's idea of the future Special Agent:

"One man for one paper, with an ample, specific and non-contingent compensation, and with nothing to do and nothing to be responsible for, etc. ?"



SNAP SHOTS BY THE OFFICE KODAK.

Room for improvement—the school-room.

THE QUERY OF THE FUTURE.

Do you Kodak?

A little.

Isaac: "I went to see the 'Merchant of Venice' last night."

Mr. Abrams: "Vat line of goods, Isaac?"

Brownson: "How do you suppose such a paper as the *Morning Kazoo* is supported?"

Plimpton: "By its columns, of course."

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COMMUNICATION.

We have received the following letter regarding last month's "Cost and Result Table":

To the Publisher of Art in Advertising,
35 and 37 Frankfort Street, New York City:

Dear Sir: In your April issue, page 40, you give "cost and result" of advertising in certain periodicals. Will you be kind enough to give me the name of the advertiser, and any other information which you have or may obtain?

I ask this that I may investigate the matter to ascertain if the test was a fair one. *Prima facie* there is strong evidence that the test was anything but fair.

Did you investigate to know if the positions were materially the same? If numerous and extensive reading notices were given by one paper and not by the others? Was the same ad. used in all the papers?

Advertisers of large experience of course will give little weight to a blind comparative statement like this; but others would give it a great deal of weight; therefore, if the statement is not upon an absolutely fair basis, then, I say, it would be likely to be the means of causing unwise moves by many.

The statement is so extraordinary in some respects that I haven't the slightest hesitation in saying that a fair, extended test of the same advertisement, in the same mediums, will practically reverse certain results. I will engage and agree to pay the advertising bills if such is not the result. This is a pretty strong statement, but I know whereof I speak, and I think that any statement so misleading should not rest before general advertisers in the form in which it appeared, and without investigation which shall actually show true cost and true result, or at least an approximate in that direction.

Yours truly,
E. C. Allen.

Replying to Mr. Allen, we can only say that our table gives merely an approximate result. We are unable to ascertain whether reading notices, etc., were the same, nor is it always possible to give *exactly* the returns from each medium. Returns have still come in since our last article, and Allen's Lists, we are happy to say, show an improvement. In the June issue we will have a final statement, and will publish the revised table, together with the original, from which advertisers can note the changes for themselves.—Editor.

NOT A NATIVE.

Miss Phila Delphia: I want to give my *fiancé* a birthday present. Can't you suggest something?

Miss Hubb: Is he a reading man?

Miss P. D.: Oh, no. He's not a Pennsylvanian at all.



"While there's life, there's hope."

THE "Rural" number of Life will be issued on May 28th, and the "Fourth of July" number on July 2d. The special numbers of Life have become distinctive features of the paper, and are of peculiar value to advertisers. Fac-similes of the covers and rates for advertising will be mailed on application.

28 West 23d St.,
New York City.

T. F. SYKES,
Manager Advertising Department.

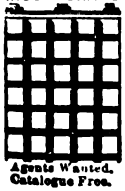
The Genuine JOHANN HOFF'S
MALT EXTRACT

Is the Standard Dietetic Tonic Nutritive of the World.

Beware of Imitations.



INCORPORATED 1887. CAPITAL STOCK PAID, IN $50,000.00. A. G. HULBERT President and Manager



ARTISTIC METAL WORK.
RIBBON STEEL LATTICE
For BANKS, ELEVATORS,
OFFICES, STAIRWAYS,
SHOW CASES, BALCONIES,
PORTIERES, TRANSOMS,
GLASS DOORS, WINDOWS &c.
BEWARE OF INFRINGING, HIGH PRICED OR OLD FOGY GOODS.



NEW DESIGNS, 16 PATENTS,
RAILINGS AND FENCES
For LAWNS, CEMETERIES,
HOTELS, GRAVE LOTS,
CHURCHES, COTTAGES,
PARKS, SCHOOLS,
RESIDENCES, OFFICES &c.



Agents Wanted. Catalogue Free.
HULBERT FENCE & WIRE CO, ST. LOUIS, MO.
Office, 904 Olive Street

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ART IN ADVERTISING

"EVERY DOG HAS HIS DAY."

Ours is Wednesday—the best day in the week for advertising Friday and Saturday bargains. New York dry goods houses will please take notice. Copy received at New York Office up to Friday night for issue of following Wednesday. 40% of circulation in this city and vicinity.

"KATE FIELD'S WASHINGTON,"
115 East 23d Street.

NUMEROUS TESTIMONIALS PROVE

L'Art de la Mode + +
AND
+ + **The Great Divide**

to be profitable mediums. Circulation as claimed, or no pay. ADVERTISING DEPARTMENT,
34 Tribune Building, New York.

Judge's Library-Magazine.

Over 75,000 Circulation per Month, Guaranteed.

Send for sample copy, rates, etc.

JUDGE BUILDING, 110 Fifth Ave., New York.
WILLET F. COOK, Adv. Manager "Judge."

The Largest Circulation on the Pacific Slope.

SAN FRANCISCO EXAMINER.

Sworn to and guaranteed at
DAILY, 58,000.
SUNDAY, 66,000.
WEEKLY, 66,000.

Rates and further information of
E KATZ, Eastern Manager,
230 Temple Court, New York.

$25.00 will be paid to any one securing us the contract for printing any regular newspaper publication or magazine, and a percentage as long as the contract runs.

Address PRINTER,
Care of **Art in Advertising.**

McCALL'S BAZAR JOURNAL.

(FORMERLY A QUARTERLY.)
THE POPULAR FASHION LEADER.

50,000 Circulation per Month Guaranteed.

Advertisers cannot afford to overlook this publication. Send for sample copy, rates, etc.

JAS. McCALL & CO.,
ADV. DEPT., 46 EAST 14TH STREET, NEW YORK CITY.

Dodd's Advertising Agency, 265 Washington Street, Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

THE NEW HAVEN NEWS.

LARGEST CIRCULATION IN CONNECTICUT.
SWORN AVERAGE OF DAILY EDITION, DURING PAST THREE MONTHS,
MORE THAN 7000 COPIES.
SMALL ADVERTISEMENTS, 1 CENT A WORD.
ADVERTISING SPACE, $1.20 AN INCH.

R. B. DAVENPORT, General Manager.

CIRCULATION PROVED, OR NO PAY.

THE GREAT DIVIDE, - -	30,000
L'ART DE LA MODE, - -	32,000
REVUE DE LA MODE, - -	20,000

RATES AND SAMPLES ON APPLICATION.
F. W. NOSTRAND, Mgr. Adv'g Dep't,
17 Tribune Building, New York.

EVERY LIVE ADVERTISER SHOULD USE

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

WILLIAM L. MILLER, *Mgr Advertising Department.*
110 Fifth Ave., New York.

New York Weekly. $1.25 per line. 200,000 Circulation.

Good News. 50 cents per line. 100,000 Circulation.

For advertising, address
A. H. SYMONS,
Room 707 Temple Court, New York City.
See "Cost and Results" in April "ART IN ADVERTISING."

IF YOU DO NOT SEEK TRADE THAT IS STRICTLY HIGH-GRADE, It is not at all probable that an advertisement in

THE NEWS SERIES,

The Richfield News, The Saratoga News, The Thousand Islands News, The St. Augustine News, would pay you; but IF YOU DO SEEK JUST THIS CLIENTAGE, it is *entirely* probable that an advertisement in THE NEWS SERIES would pay you, and *pay you so well* that you would feel very much inclined to use these bright, breezy, and beautiful papers season after season. For rates, apply to the General Office, Utica, N. Y.

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A WESTERN SUCCESS.

THE

Denver Evening Times.

Actual average circulation since January 4, 1891,

14,752 Copies per Day.

Advertisements are read and answered at home.

An evening paper is always taken home.

Population of Denver, 150,000.

For rates, further information, etc.,

Address,

S. S. VREELAND,
Eastern Manager,

150 Nassau Street, New York.

WHERE TO KEEP COOL. It will be difficult to find a spot in the Middle or Atlantic States where a refuge may be had from the hated "heated term" which annually singes humanity in the East. There is, however, a "unique corner of the earth" in that unique corner of our country—California—where the summers are as delightful as the winters; where the days are wafted away upon the balmy breezes from the ocean and the nights made delicious by the gentle land-winds from off the pine-clad summits of the mountains—**Coronado Beach**—an entertaining description of which will be found in Charles Dudley Warner's "Our Italy," just from the press of the Harpers. Reduced rates are offered from April 15th until October 15th. The Hotel del Coronado, the largest seaside resort hotel in the world, will soon issue a beautiful brochure descriptive of Coronado, its surroundings and its wonderful climate. This elegant book will be sent post-paid upon application to E. S. Babcock, Manager.

ART IN ADVERTISING RATES:

PAGE, ...	$50 00
HALF PAGE, ...	25 00
QUARTER PAGE, ...	12 50
INCH, ...	5 00

10% Discount on Yearly Orders.

ART IN ADVERTISING CO.,
80 Fifth Avenue.

ALLEN'S LISTS

WILL PAY YOU ALL SUMMER

And at every season. You can easily ascertain that by keeping a careful record, if your business is of such a nature that you can trace your returns. You will learn that my lists are more than strong, and will pay even when no other mediums will.

QUALITY—QUANTITY.

The subscription prices of my periodicals are not by any means low; ten are $1.00 a year, two seventy-five cents. No short-time subscribers are ever taken. They are published for the better classes of the masses, and by those intelligent classes are subscribed for, because they are wanted. They reach the best classes of rural homes in every county in the United States. They have subscribers at over **53,000** post-offices.

Guaranteed and Proved Circulation, Over One Million Copies Each Month.

Should less than one million copies be printed and circulated during any month, I agree to make a discount in exact proportion to each advertiser. This has been a standing offer for years.

THE PROOF.

Each month an affidavit is made, certifying the exact circulation; a copy is sent to each advertiser. Our post-office receipts are always open to inspection. I shall consider it a privilege to furnish any special proof that may be asked for, at any time. *I give full count, and like to prove it.*

Substantial results to the advertiser, my only claim to patronage.

Forms close the 18th of each month, prior to the date of the periodicals.

E. C. ALLEN, Proprietor of Allen's Lists,
AUGUSTA, ME.

Wisconsin Agriculturist,

RACINE, WIS.

PUBLISHED SEMI-MONTHLY.

This paper has a larger circulation than any other English paper in the State; its circulation is also larger than any paper of its kind in Minnesota; twice as large as any paper in Iowa; as large as any in Illinois, Missouri, or Indiana, and six times as large as any in Michigan. No advertiser can afford to be without this paper if he wishes to reach the best farmers of these States.

30,000 Circulation Guaranteed.

ADVERTISING RATES.

Less than 42 lines,				25	cents	per	Agate	line.
42 lines or more,				24	"	"	"	"
84	"	"	"	23	"	"	"	"
112	"	"	"	22	"	"	"	"
126	"	"	"	21	"	"	"	"
168	"	"	"	20	"	"	"	"
252	"	"	"	19	"	"	"	"
336	"	"	"	18	"	"	"	"

Send all orders to THOS. H. CHILD, Manager Eastern Office, 150 Nassau Street, New York City. Sample copies and further particulars on application.

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WE HAVE MOVED

SUNDAY SCHOOL TIMES, PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.

BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.

YOU will now find us at S. W. corner of Chestnut and 12th Streets, room 31, fifth floor, of The Beneficial Saving Fund Society building. Another change is that our papers now reach over

270,000 FAMILIES

every week. This simply means they are giving more for the money to advertisers than ever before.

Will you write to us for full information?

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS **14** BEST WEEKLIES

Every Week Over 270,000 Copies

Religious Press Association, Phila.

OFFICE OF
PILSBURY A. WEBSTER,
Importer of Grandest of all Fowls,
CORNISH INDIAN GAMES.

Cazenovia, N. Y., April 15, 1891.

E. P. CONE, Manager,
New York *Ledger*, New York.

MY DEAR SIR: My little 5-line advertisement in the New York *Ledger* of March 21st has done, and is still doing wonders for me. I am daily hearing from it, from the Atlantic to the Pacific. To show you I appreciate it, *I have placed it on my list as No. 1.*

Very truly yours,
P. A. WEBSTER.

IF YOU ARE THINKING OF

ADVERTISING IN ENGLAND,

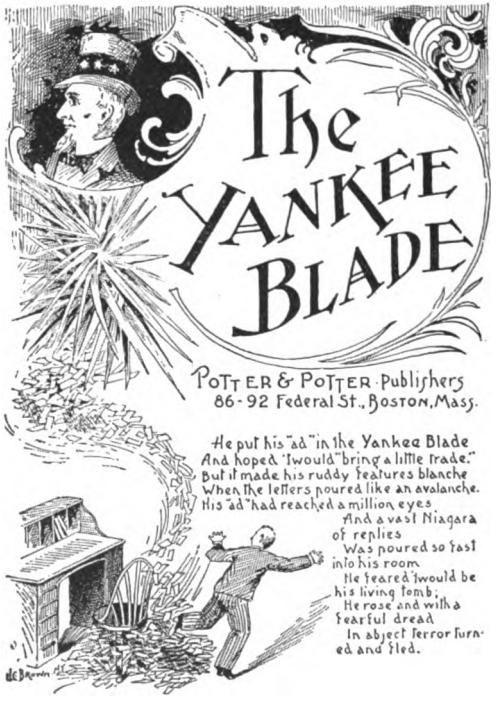
we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

Smith's Advertising Agency,

132 FLEET STREET, E. C.,
LONDON, ENG.

"SUCCESSFUL ADVERTISING" (*11th Edition*) *is the best guide to British advertising.*

Sent prepaid for 50 cents.



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Detroit News.

Pittsburgh Chronicle Telegraph.

Cleveland Press.

(OVER 110,000 EVERY DAY.)

C. J. BILLSON,

Tribune Building, New York.

Trimmed and Burning.

The foolish virgins who neglected their lamps were not there when the great gate closed; but the wise ones were on time and partook of the good things of the feast.

We are not speaking parables, but facts. On July 1st, 1891, the present low rate in the four papers in the Vickery and Hill List will be advanced to

$5.00 an AGATE LINE a Month,

But until that date all contracts and orders will be received at the present schedule. We guarantee that commencing with the August, 1891, edition, we will circulate no less than ONE MILLION COPIES OF OUR PAPERS EVERY MONTH, and will prove the circulation.

DON'T LOITER!

You haven't the time, if you wish to take advantage of this chance. Action becomes a necessity. Act, then, and at once! Have your order placed in this unexcelled List as your first business to-day.

VICKERY & HILL,
Augusta, Maine.

"When found, make a note of."—CAPTAIN CUTTLE.

THE RIGHT MEN IN THE RIGHT PLACE ARE

C. MITCHELL & CO., of London, England,

12 and 13 Red Lion Court, Fleet St., E. C.

ADVERTISING CONTRACTORS OF FIFTY YEARS' STANDING.

The Manufacturer who Travels

Should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find Time to Travel

Should write to C. M. C. Their extensive American Clientele and long acquaintance with English Advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his Clients'

Interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms.
Estimates and specimen papers free on application.

"The Newspaper Press Directory," Forty-sixth annual issue, price, by post to the United States, 50 cents.

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ADVERTISERS

- - - - Who Use It Get a Fat Pocket.



BOSTON, Jan. 22, 1891.

THE GANNETT & MORSE CONCERN, Publishers,
Augusta, Maine.

GENTLEMEN :—

From my experience I find "Comfort" is indeed a **great paying medium** for advertisers. It is Comforting to know that when **other papers fail to pay there is one that will make up for losses.** The fact that I changed my 8 line advt. to a 20 line one and then put in a 70 line **additional** ad. ought to be **sufficient** evidence that by advertising in Comfort, an honest advertiser will get **good returns.** Respectfully yours,

NUMISMATIC BANK.
M. V. B.

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A National Semi-Monthly.

FARM AND HOME

Eastern and Western Editions.

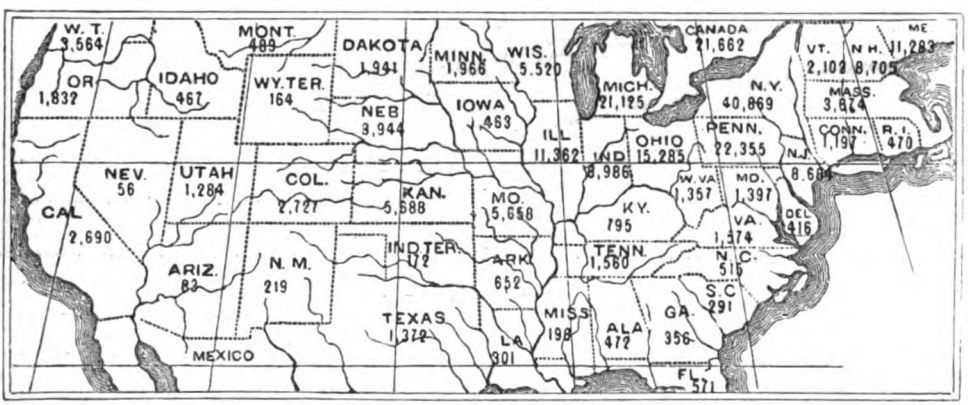
SPRINGFIELD, MASS., AND CHICAGO, ILL.

Circulation for Six Months ending March 15th 1891, averaged each issue

254,633 COPIES.

Over 235,000 copies are now required for its **PAID SUBSCRIPTION LIST** as per count made February 2, 1891.

THE ACCOMPANYING MAP SHOWS WHERE THEY GO.



Total Subscribers. { **Eastern Edition, 126,121 Subscribers. Distributed at 12,830 Postoffices.**
Western Edition, 109,392 Subscribers, Distributed at 15,297 Postoffices.

Both Editions, 235,513 Subscribers, Distributed at 28,127 Postoffices.

The balance of the regular editions, not required for subscribers, advertisers, exchanges, etc., are used by our 25,000 agents to aid in getting new subscribers.

ADVERTISING RATES for either Eastern or Western Edition 80 cents per agate line each insertion. For both Editions $1.50 per agate line each insertion. Discounts for large contracts made known on application.

WHERE can you find a first-class medium on any better terms?

3-5 of a cent per line per thousand circulation for small amounts, 1-2 of a cent per line per thousand circulation for large customers.

The Brainiest Advertisers

of this Glorious Country East and West use Farm and Home right along.

They Wouldn't Stay if It Didn't Pay Them.

* PUT IT ON YOUR LIST. *

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By permission of the "Herald." CHARLES A. DANA AT WORK.

"Never print a paid advertisement as news matter. Let every advertisement appear as an advertisement—no sailing under false colors."—*Charles A. Dana's Address to the Wisconsin Editorial Association, Milwaukee, July 24, 1888.*

"Never utter a misstatement regarding circulation. Let every claim you make be founded upon fact. No sailing under false statements."—*A. Frank Richardson's Address to the Proprietors of Papers of un-Known Circulation. New York, January 1, 1883.*

"The securing of advertising by a newspaper on false statements of circulation is a crime under statute law, subject to all the penalties imposed for procuring money under false pretences."—*R. I. Reporter.*

"When you pay more for the rent of your business house than for advertising your business you are pursuing a false policy. If you can do business let it be known."—*Franklin.*

There are no secret processes in the publication of

THE KANSAS CITY STAR.

Advertisers may go into the press room whenever they please and stay as long as they like, any day or every day.

KNOWN CIRCULATION.

Daily Star, over 43,000. Weekly Star, over 55,000.

General Advertising Agents, Special Representatives, and advertisers are cordially invited to visit THE KANSAS CITY STAR press rooms and examine circulation books, and everything connected with THE STAR.

A. FRANK RICHARDSON,

13, 14 and 15 Tribune Building, New York.

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THE SATURDAY BLADE.
THE CHICAGO LEDGER.

BLADE, 200,000 Copies Weekly.
LEDGER, 100,000 " "

Circulation proved by P. O. receipts, cash from sales and subscriptions, and by amount of paper used.

Rates $1.00, BLADE, net now.
" 50c., LEDGER, "

The BLADE has the largest circulation of any weekly newspaper in the United States. Can prove it.

W. D. BOYCE, Publisher,
CHICAGO, ILL.

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ADVERTISING SKETCHES

PHOTO

ENGRAVING



H. C. Brown

80 Fifth Ave.

New York.

Our doubts are traitors,
And make us lose the good we oft might win
By fearing to attempt.
—Shakespeare on advertising.

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Art in Advertising

FOR

June, 1891.

Price, $1.00 per Year. 10 Cents per Copy.

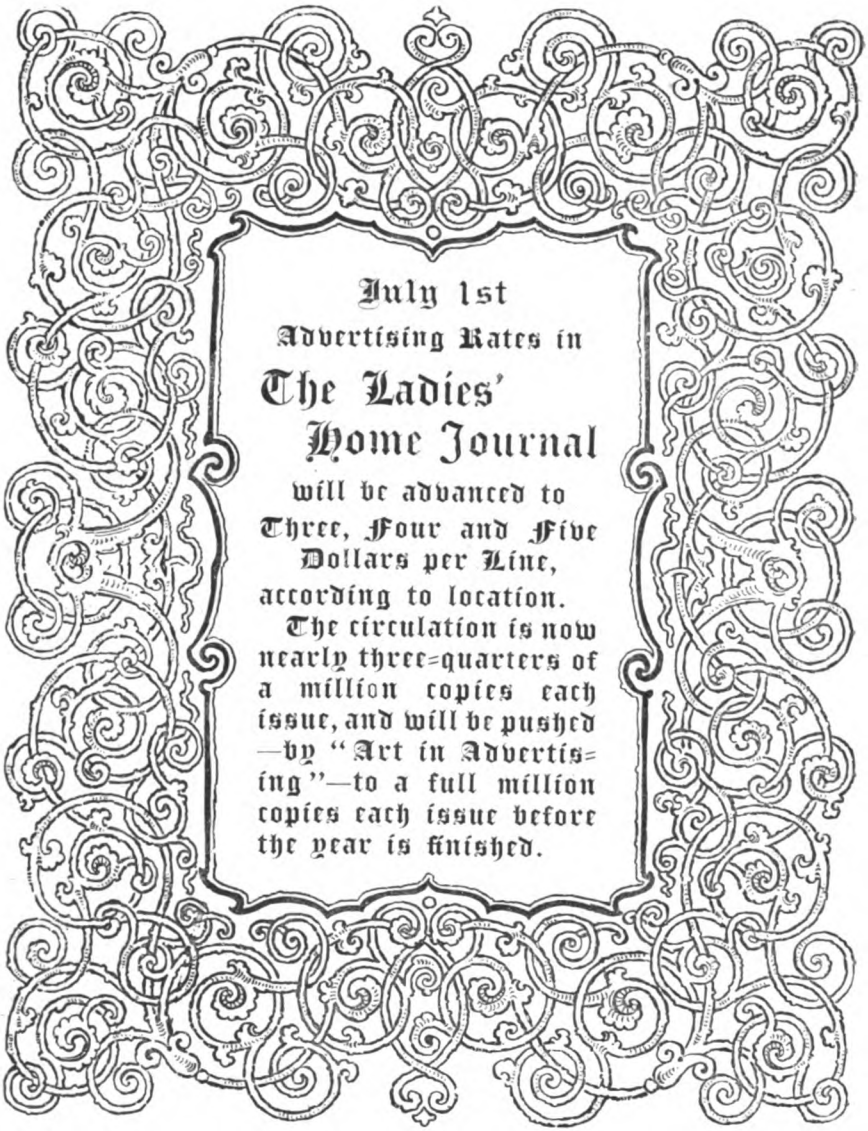


Publication Office:

80 FIFTH AVENUE,

NEW YORK.

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The Ladies' Home Journal,
Philadelphia.

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

NEW SERIES. JUNE, 1891. VOL. III. No. 4.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

SPECIAL AGENTS.

SOMETHING of a tempest in a teapot has grown out of an article published some time ago over the signature of Mr. A. H. Siegfreid, a gentleman well known in New York as the particularly special agent of the Chicago *News*, or the Eastern manager, as he calls himself, attacking what he refers to as the "Special Agency System." The letter was interesting in that it opened an important discussion of a question, which, as we understand it, is something like this :

Is it a good thing for a number of out-of-town newspapers to engage a man in New York to represent them all, or should each of said papers have its own man?

Mr. Siegfreid believes that the papers who think it *is* a good thing "sin against correct methods considered in the large, and against the rights and interests of all parties to the advertising business, while in many cases they dig deep pits for themselves." An arraignment and argument, it strikes us, difficult to maintain, and prove. Other harder things than this even the author has to say against the special agent ; for instance : that his work "is entirely indefensible," and that the circulation liar finds in him his help and refuge.

There is another side to this question. We can think of a number of able newspaper proprietors who employ "special agents" with profit and satisfaction. We call to mind a special agent in New York, who is said to have made money by dealing with and representing papers only of known circulation, and to have put himself directly antagonistic to the so-called circulation liar. We can think of a dozen special agents who have not only made money themselves, but have brought prosperity to their newspapers, on increasing to a really enormous extent the New York business of the journals they represent, even when the list worked for numbered ten or fifteen newspapers. In many cases it has been proved, we believe, that in representing such a list it has been possible to work up certain lines of business that a single journal could not afford to spend the money to secure.

Suppose a paper has not the power or the money to keep a man in the metropolis to represent it ; but one thing remains, according to Mr. Siegfreid, to trust to the general agent. What then ? Each general agent insists upon a better rate than all the other general agents ; if the newspaper publisher is honest, and gives but one rate, they tell him they can't afford to send him business ; if he offers different rates to all, as his judgment dictates, they will give him glimpses of purgatory or possibly drop him altogether. It is hard to be the underdog, and the paper which cannot dictate has often fallen between the host of stools represented by the general agent—or at least we have so been told by those who have fallen.

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FOR SALE.

So far as we know, ART IN ADVERTISING is the only paper which changes its cover every month; it costs money, but we do it. Many very excellent designs have been published, and we should be glad to sell electrotypes of them to our readers who need something good for catalogue cover or advertisement borders. It is not that we care to make sales particularly, but we want our readers to have their names connected only with first class-designs. Prices range from $7.00 to $10.00. It is easy to figure what the cost would be to have such designs drawn and engraved. Electrotypes of other illustrations are also for sale, and at prices which, as Mr. Wanamaker would say, "makes it worth your while to trade with us."

IN this connection we will remind readers that we furnish an excellent binder for 60 cents. If you have not filed your paper you will be surprised to find how valuable it is for reference. We have only one other thing to sell—The Type Book, 25 cents—and no advertiser who has a good and sensitive taste can be happy without it.

WE publish Mr. Dumar's article on the college for advertising writers, not because we are sanguine of its feasibility, but because we really believe that many advertising writers might profitably attend any institution of learning, even if it's only a Sixth Ward night school.

WE are glad to be able to publish a portrait of Mr. George William Curtis, political editor of *Harper's Weekly*, by Mr. Arthur Jule Goodman, and now printed here for the first time, through the kindness of Messrs. Harper Brothers, who own the original drawing. It is the best portrait of Mr. Curtis ever made, we believe.

HERE is a poem that might have been written by Tennyson if he had been smart enough:

TO ELLEN N.

Throughout the vales of old Kentuck,
And the plains of Tennessee,
I roamed in many a lovely spot,
Sweet Ellen N, with thee.

We wandered by the river side,
Through glade and bosky glen;
I sought no better, surer guide
Than lovely Ellen N.

You took me to the Mammoth Cave,
But left me there and then,
And would not share the gloom with me,
Oh, coysome Ellen N.

Who is this famed Kentucky girl
That carries off the men?
She's the Louisville & Nashville road,
Known as the L. & N.

LUKE SHARP.



A GOOD TAIL-PIECE.

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GEORGE WILLIAM CURTIS.

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RANDOM NOTES

THE OWNERS of New York's new paper, the *Recorder*, have assured me personally that their publication would abjure the methods that have done so much to disgust the common-sense part of our community with recent journalism ; yet in the issue of March 28th I find the following:

> The ringing laugh of a maiden rose merrily above the moaning of the waves which broke upon the French shores of picturesque Normandie. The seaside resort was all pleasure, but the once gay French capital was mourning its fallen Emperor, and the Prussians had commenced their memorable siege.

This twaddle is the prelude to a column and a half of the same sort about a contested will. The woman in the case is, of course, "cultured in speech and gracious in manner, and is of a winning and fascinating appearance." A successful attempt to make her position one of social prominence might have been made but for the admission that her husband is a correspondent on the Brooklyn *Times*.

* * *

I HOPE I am not squeamish, but I wish the gentleman who gets up the Potter Drug and Chemical Co.'s lovely illustrations would stop speaking so constantly of that dear little "Baby one solid sore." No one can be more sorry than I that baby should be so unfortunate as to resolve itself into so fearful a thing, nor more relieved, that it has been entirely cured by Cuticura ; but having been relieved, why not let that settle it ? It is really too bad, Mr. Potter of Boston ! We don't mind your remarks about "scratch, scratch, scratch," but "one solid sore"—that's too much.

* * *

Do advertisements which disgust pay, I wonder ? I suppose thay do. Mrs. Fulkerson uses Cuticura for the babies, but I never see the soap but I am reminded of sores and scratching, until I feel as though it would communicate some of



the noisome epithets to their delicate bodies. Perhaps it is the pretty cherub pictures which have made its success. I should prefer to think so. Mr. White, who has ample authority now, ought to revise these hideous advertisements. A good many years ago I used to visit this gentleman in his little office where he made so many solicitors happy, or miserable, as the case may be. He was only the advertising man then ; but now I am told he is head and front of the whole concern—another instance of the power of advertising.

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In the engraving presented herewith, cut out of the Chicago Sunday *Herald*, is published a work of art, which makes Mr. White's sore and scaly babies blush. An advertisement like this ought to be fumigated and buried. Mr. C. W. Lapham (not our friend Silas) is the author of it, and we beg to ask him if it proved successful, if people afflicted like this flocked to his shoe-store to get their pedal extremities encased in leather coffins at 30% off?



* * *

And dear old Lydia E. Pinkham, her announcements are not any too delicate. I have read one or two all through, and have had that sneaking sensation which comes upon a layman reading a medical book. It is all right for the L. E. P. Medical Co. to put forth advice to ladies in ill health, but does it pay some of the big magazines which go among all classes of young ladies to print them? I can realize how much nerve it takes an advertising manager to edit his department, but it ought to be done more than it is.

* * *



"DIFFIDENCE."

I have been reading with great interest a late number of a paper devoted to advertising, the name of which the business manager of this magazine will not allow me to mention, lest he be charged with professional jealousy. It contains nine pages of wonderfully nice reading matter and twenty-three of advertising. This, I can readily imagine, is about the right proportion of text and advertising, but I hope it will be a long time before Art in Advertising becomes so fearfully prosperous.



A MAD POET

rushed into a newspaper office recently, and threatened to clean out the establishment, because they printed his verses wrong. Said he: "I wrote, 'To dwell forever in a grot of peace,' and you idiots put it 'a pot of grease.'" The mortified editor presented him with a vial of Dr. Pierce's Pleasant Pellets, a year's subscription, an apology, etc. . . .

* * *

Like all readers of the weekly papers, I have watched with a good deal of interest the picturesque illustrations which serve to call attention to Dr. Pierce's Pleasant Pellets. The proprietor of this and other favorite medicines is a most successful and able man, who keeps a steam yacht, and has other unquestioned evidences of great wealth, and yet I doubt if most advertisers were to publish so expensive a series of pictures and applications so far-fetched, there would be little profit. Which only goes to show that the patent-medicine man is a law unto himself.

* * *

What a good paper *Life* is, anyhow! Every time I read it I take off my hat and place myself in a respectful attitude to the editor and professional humorists who fill its sprightly pages. That an editor can be always bright and funny without being coarse now and again is well-nigh unheard of; but Mr. Mitchell is an

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ideal humorous editor. He has, first of all, gentlemanly and refined instincts and the keenest appreciation of fun. In the old days he was his own best contributor, but now that he has grown prosperous, rotund, and married, he has dropped his drawing crayon for the blue pencil.

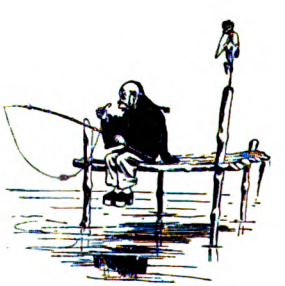
* * *

SOMEBODY—I don't know his name—who manufactures the "Kayser Tipped Silk Gloves" has an idea or two about advertising. In *Life* for May 21st appears the above cut, with a joke turning upon these "tipped gloves" set in exact imitation of the type of the paper. The cut is in the style of *Life*, and I venture to say that 90 per cent of the paper buyers read this advertisement.









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TRADE JOURNALS, ALLEGED AND LEGITIMATE.

By W. C. Edgar, of the Northwestern Miller.

A CHEERFUL friend of mine in the wooden overcoat industry, who once by way of jest sent me a ghastly box for cigars made in imitation of a diminutive coffin upholstered in light-colored plush and satin, told me that there were two trade papers in his line. One was the *Shroud*, the other the *Casket*. I begged him to send me copies of these sprightly journals, but he never did so, and thus I cannot say of my own knowledge whether the names he gave me were the titles of actual publications or only a flight of his playful fancy. Of course the coffin-maker has his own favorite trade journal, as doubtless has the Mrs. Gamp of the present day. Thus from the cradle to the grave, in all stages of life, and in all walks thereof, special class journals are provided for every shade and variety of man. *St. Nicholas* and the *Youth's Companion* are "trade journals" in a certain sense, and the gospel mills have their various publications just the same as the flour mills.

Strictly speaking, it may be supposed that the term Trade Journals means journals published in the interest of various trades or industries; but so large is the number of these in active weekly or monthly eruption that their name is not only legion but double legion, and the leaves from their various editions if scattered in Vallambrosa (a very large proportion unfortunately go no farther than the waste basket, however) would completely cover that unfortunate locality. There are myriads of them. Every town has a few. You will find the modest flower of trade journalism reaching up for the sunshine of advertising from the most obscure corner of the universe. I have never seen the *Alaska Fisherman*, but there is no question about its being there. It must be, because wherever there is "a field" there also will the trade journal be, whether the field be one of ice or greenest verdure.

I have no idea how many trade journals there may be in this country alone. I suppose the lists in the advertising agency books give them, but I neglected to count them in the last list I saw, and there has probably been a new crop since then. It is said that every industry on earth has its representative publication. Like Bret Harte's Emeu, the trade journal will tackle anything—

"Old saws and gimlets, but its appetite whets,
Like the world famous bark of Peru,
There's nothing so hard that the bird will discard,
And nothing its taste will eschew."

In my barber's hands the other day, I saw a copy of *Shavings*, a neat little publication in which soaps, razors, barbers' chairs, and good old tonsorial anecdotes struggled for predominance.

In our office every day the weary postman throws a double armful of trade journals. But fate is good to us, we do not have to read them. Out of two dozen we select on an average one, which we know to be the real, original Isaac of its class, which contains something, yes many things, new, reliable, and to the point. The balance go unwept, unhonored, and unsung into the waste-basket. These come to us as exchanges, but with nineteen-twentieths of them the exchange is entirely one-sided. Which reminds me that the publishers of trade journals are, as a rule, too prone to mail their papers to any one who will take them in. If a man is an advertiser, was an advertiser, or ever will be an advertiser, his name goes on the books and there it stays for life. This system naturally cheapens the publication in the eyes of the recipient. He gets something for nothing, and values it not at what it is worth, but at what it costs him.

The leading trade journals of the country, and after all there are not very many which have as yet emerged from the rank and file of mere advertising mediums, have long ago abandoned the sample copy, free distribution abomination, and are enabled to hold their advertising not on account of the number they

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send to the world's wide waste-baskets, but on the basis of a paid subscription list and the influence they possess in the trade they represent. The balance of the trade journals have but a nominal subscription price—in many cases not enough to pay for the mere paper on which they are printed—they pay no attention particularly to the readers they are intended for, and put in their entire time on the class from which they derive their entire income—the advertisers.

It was the editor of one of these who first invented the motto

"Count that day lost whose low descending sun
Finds no one snared; no advertiser done."

This class of trade journals is edited entirely and exclusively for the advertiser's benefit. He dictates the policy of the paper and inserts what is called a "write up" of his especial manufacture in the most prominent part of it. His are always the choicest cuts, both as to rates and engravings, and the ladling out of taffy to various and sundry advertisers is the first great end in life of the man who edits and generally "propriets" the gratuitously circulated trade journal.

(*Continued in our next.*)



RATS!



SNAP SHOTS BY THE OFFICE KODAK.

She: Here's an account of a woman who regained the use of her tongue after twenty years' silence.

He: Humph! I suppose some other woman got in front of her at a bargain counter.

NOT A SOAP AD.

Smith: Good-morning. Do you use ——

Brown: Oh, come now! That's played out. Awful chestnut!

Smith: Beg your pardon. I was going to say, do you usually get to town so early in the morning?

THE ELECTRICAL METHOD.

Loquacious Barber (after the shave): I see there's two more murderers condemned to death in The Chair.

Customer (grimly): They have my sincerest sympathy.

IN THE MUSIC STORE.

Pretty Girl to Clerk: Have you "Dreams"?

Clerk to Pretty Girl: Yes, ma'am; the very worst kind.

E. L. S.

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ART IN ADVERTISING PAINTING.

By O. J. Gude.



S ART IN ADVERTISING has come to take a place and a most prominent place in the current literature of to-day, so art in advertising painting, if it takes advantage of its opportunities, will soon lift that method of advertising from the ordinary sign or bill-board announcement into the upper altitudes of successful advertising effort. The painted sign or signboard for centuries past has been the symbol or announcement of the tradesman's business. If we go back to Webster, we find that the definition of sign is, "an indication of things." Now, my theory is, that if a sign indicates anything, it should indicate that thing in a manner to create the most desirable and favorable impression of the thing mentioned.

A painted sign can have character as well as an individual. The signboard announcement placed by the discriminating advertising firm should be so constructed as to leave a favorable impression on the mind of the beholder for the



article advertised. It can be made bold and aggressive, and yet have that manly character which will make a not unwelcome impression on the eye of the beholder, or it can be also made impudently and offensively intrusive, so that its persistent forcing of itself before the eye of the uninterested reader may create a prejudice against the article advertised, which will have just the contrary effect that the investor desired. It can also be made so strikingly handsome, original, and effective that the mere sight of it will unconsciously force upon the mind of the beholder a respect and admiration for the article advertised, which can alone be secured through the favorable impression created by a first introduction.

I remember well when the acme of effort in the advertising line seemed to be to paint as many fences, dead walls, chimney-tops, side walls of barns, and every other available place with the simple but repeated announcement, "Use Bunyan's Salve for Corns," etc. This was considered good advertising in its time, but I also remember the striking contrast in results from that old-time method of advertising painting and the modern method of artistic signs. A certain well-known patent-medicine house sent their advertising crews to the city of Baltimore, and painted not only the highways and railways, but pasted also the billboards and every dead wall they could secure with a patent-medicine announcement. It seemed as though every man, woman, and child in that city must know of that article. The manufacturers expected good results from their investment. They were seriously disappointed. They called Baltimore an unresponsive town. Could not understand why people did not buy the goods. Conceded the painters had done their work well. Paid their bills without the slightest hesitation, and gave them *carte blanche* orders for other points. Still the goods moved very slowly.

Note another result. A well-known soap-powder house, with an article of established reputation, also sent a crew of painters to the same city, but the instructions to the foreman of their painters were different from those given to the foreman of the patent-medicine crew. They were these: paint on side walls of every

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available grocery-store for which you can secure the privilege. When you have secured that privilege, do not make it an object to cover that building with a flaring announcement of our goods, but use your best skill and judgment to paint it as artistically as the best talent of your men permits. Make every sign that you paint a credit to this firm. We want these signs to be in every case monuments of the enterprise and stability of our firm. We want the people when they look on the side wall of a house which has our announcement thereon to feel impressed with the fact that we are a responsible, substantial firm, with limitless resources. We know and appreciate the fact that this method



of work will cost more money than the hurried, slap-dash way of doing things usual with advertising painters, but we are willing to pay the highest price for the men, and that they should paint less signs in a given time. If you can only paint us one half or one quarter of the same number of signs for the same money that so-and-so (the patent-medicine men) did in that town, we will be content as long as each sign is a credit to this firm.

What was the result? After the first two or three signs were painted, the man who solicited spaces for the privilege of painting had nothing to do. The retail grocers, one after another, wrote letters to the firm's agent in Baltimore, and even to the house in New York, saying: "We have seen your handsome sign painted on the side of so and-so's grocery-store. We have been selling your goods for many years, why cannot we have one?" The reply made to them was, "The number of walls that we can paint is limited, but if we can prove it to be to our interest to decorate the side of your building, we will do so. Our agent will call upon you with that intention." There had thus been effected a great stroke for success in that advertising method. Instead of being compelled to solicit the privilege of placing the signs on the stores of the tradesmen, the tradesmen were soliciting the signs, and they proved their sincerity and earnestness of their desire in innumerable cases by purchasing goods to the extent of five times the ordinary quantity for the privilege of having the advertising announcement placed upon their buildings. It was a complete triumph for art in advertising painting. It paid the investor well. It pleased the public. It pleased the tradesmen on whose buildings the announcement was made, and it practically demonstrated the fact that art in advertising, while not only pleasing to the public, was also positively beneficial to the investor.



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THE ADVANTAGES OF CIVILIZATION.

Did you find Ethel yet, Bridget?

Bridget. I did, ma'am. She was on the chair in her father's study, ringing the telephone bell like mad and asking "Central" for Heaven, so she could say her prayers.

THE ADVERTISING M.A.



ANY say that "a little learning is a dangerous thing," and if such be the case, how is the average advertiser to be protected in these days when advertising experts (?), who graduate themselves after writing a few notices, and then proceed to give learned advice concerning the expenditure of thousands of dollars, without even so much as informing themselves on the merits of one-twentieth part of the leading publications. The uninformed can frequently assume such a wonderful knowledge of advertising as to be able to spend large sums of money for others without getting commensurate returns, and when called to task for failure, attribute their disastrous results to dull times and other similar causes.

If, as Mr. Artemas Ward says, advertising represents the use of more capital than any other industry, and if the business of getting up advertisements and placing them constitutes a profession, should there not be schools or colleges in which to give practical instructions in this line? We have colleges for teaching law, medicine, book-keeping, stenography, and, in fact, every line of professional learning—the theory at least being well taught in these

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schools, and a vast amount of valuable information imparted to the student which could not otherwise be obtained in a lifetime. In advertising, however, each man has a theory of his own and goes in alone, content that he is no worse off than his neighbor who knows little, if anything about the business. A manager of a large business, who is not an expert in bookkeeping, naturally employs some one in that line who can show that he is a master of his profession. If he employs mechanics, they must show that they are equally expert, but in his advertising department he goes strictly on the faith theory.

The head of the firm usually looks after this department himself, and though knowing little about it, feels competent to run his advertising, even though it calls for the expenditure of a great deal of money. A failure upon his clerk's part to make his books balance would be disastrous to that employé, but though the advertising theory may topple over entirely, the head of the house lays the blame upon other shoulders and sails in again. If it is not the head of the firm that manages or mismanages the advertising department, it is often some person with considerable "pull" and little knowledge.

An institution properly equipped for teaching the art of advertising in all its branches, and entirely free from any advertising agency, would be of great benefit to advertisers in general. With proper instructions and carefully collected information to instil into the minds of students, a proper start might be made which would at least enable a person upon guaranteeing to proceed in his work in a practical and efficient manner. The instructions given in such a school should include composition and display of advertising, such as demanded in the various lines of trades; general information concerning printing, lithographing, engraving (in all its branches), electrotyping, and the various industries that an advertising man is constantly brought in contact with. The standing of mediums and circulation would also furnish good material, which would be of benefit to a graduate when the opportunity of giving out contracts should arrive. In a college devoted to advertising, the work would necessarily be crude at first, but, as in all similar institutions, would soon be reduced to a practical basis.

It may be argued by those who are best posted on advertising (who, as a rule, are gentlemen commanding high salaries) that the establishment of schools for teaching this business would not be advantageous to the profession, but I think that the uninformed advertising manager does far more damage to the business generally than could an over-production of graduated pupils, whose knowledge would be of use to those who are willing to spend money in advertising, but who have learned from experience that their money is frequently wasted through lack of knowledge and experience.

HORACE DUMAS.

MR. BAGLEY, of Mayflower tobacco fame, has evidently borrowed Mr. Bates's edition of Shakespeare. He quotes:

"An honest tale *spreads* best being plainly told."

It should be *speeds*.



ANOTHER ALLEGORY.

Two new papers have lately appeared in the advertising field, modelled somewhat after ART IN ADVERTISING—*Profitable Advertising* and *The King's Jester*. The former is ably edited by a Mr. David.

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COST AND RESULT.

WE published a list of costs and results in the April number, which has given offence to at least one very excellent publisher, who charges that the whole thing is a fraud and that we have been imposed upon.

We can only say in reply that ART IN ADVERTISING is interested in giving only correct information, and, as we have already shown, stands in no fear of any one.

The list published was from a house and given only at our solicitation, and who had no possible interest in perverting it. The revised statement given herewith is made directly from the returns carefully tabulated.

It will be noted that a number of papers have been used further since our table was printed in the April number.

We can only give the figures for what they are worth; our readers can draw their own deductions. We give below the old figures, together with the revised table.

THE ORIGINAL TABLE.

Periodical.	*Cost.*	*Cash Received.*
Argosy,	$120.00	$37.00
Agricultural Epitomist,	29.00	17.00
American Grange Bulletin,	6.76	1.00
American Home,	4.16	1.00
Agents' Herald,	33.00	55.00
Agents' Guide,	25.00	30.00
Allen's List,	420.16	200.00
American Rural Home,	18.50	10.00
Toledo Blade,	34.00	10.00
Atlanta Constitution,	44.00	11.00
Churchman,	37.50	28.00
Congregationalist,	36.50	9.00
Comfort,	65.50	154.00
Cincinnati Enquirer,	85.00	7.00
Farm and Home,	185.00	80.00
Good News,	30.00	30.00
Golden Hours,	56.00	40.00
Great Divide,	5.20	5.00
Home Boston,	15.00	19.00
Housewife,	14.30	11.00
Home Cheer,	50.00	30.00
Home and Farm,	36.00	5.00

THE REVISED FIGURES.

Periodical.	*Cost.*	*Cash Received.*
Argosy,	$131.64	$50.00
Agricultural Epitomist,	36.15	18.00
American Grange Bulletin,	6.76	1.00
American Home,	4.16	2.00
Agents' Herald,	58.83	65.00
Agents' Guide,	25.00	33.00
Allen's List,	420.16	239.00
American Rural Home,	18.50	10.00
Toledo Blade,	34.00	20.00
Atlanta Constitution,	44.00	11.00
Churchman,	37.50	28.00
Congregationalist,	36.50	19.00
Comfort,	160.06	228.00
Cincinnati Enquirer,	99.30	8.00
Farm and Home,	185.00	80.00
Good News,	41.70	36.00
Golden Hours,	67.44	43.00
Great Divide,	10.40	10.00
Home Boston,	50.49	22.00
Housewife,	14.30	11.00
Home Cheer,	50.00	39.00
Home and Farm,	36.00	7.00

In reply to the query of our representative as to his satisfaction with the returns, he stated that in actual money the result had not been what he had hoped, but that he had secured a large number of names of people interested in his goods. He expected that this list would yet yield him a fair response from individually addressed circulars and letters, and that eventually his investment would be profitable, and generally satisfactory.

The great interest excited by this Cost and Result column has led us to perfect some plans for the future. It is manifestly improper to give the advertiser's name in connection with these tables, as any one will admit who stops to consider the matter. No one cares to let their competitor know their moves in advertising; but we will try to let the name be known if possible to any one who is interested, and who desires it merely for his own personal and legitimate use.

It is high time that the papers that are never read by any one but their proof-readers were shown up. They simply kill the advertiser for the decent publisher. We are glad so much comment has been given our Cost and Result series, and think in the end we will have a schedule that will be of practical benefit to the uninitiated advertiser.

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SOME THINGS WELL DONE.

IT IS SUGGESTED THAT READERS INTERESTED IN ANY OF THE ADVERTISEMENTS REFERRED TO HERE SHOULD SEND FOR COPIES TO THE ADDRESS GIVEN. WE ARE ALWAYS PREPARED TO NOTICE AND COMMEND A GOOD THING.

R. Y. McBride, Los Angeles, "A Spring Greeting." A delightful specimen of color printing and well set-type.

Lily Coal Co., Altoona, Pa. A clever imitation of a postal-card, but not so close as to offend Mr. P. M. G. Wanamaker.

Pabst Brewing Co., Milwaukee, Wis. Another semi-humorous booklet filled with jokes and interspersed with a proper commendation of the "Best Tonic."

Kenwood Mfg. Co., South Canal Street, Chicago, Ill. A model catalogue devoted to bicycles. Tastefully set, well ornamented, and beautfully printed. We have never seen a better. Chicago is looking up. We reproduce the front page.

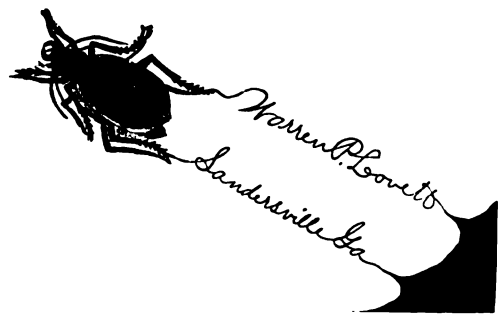


J. C. Blair, of Huntingdon, Pa. Mr. G. M. C. Africa, of this establishment, sends us a new sort of advertisement on a novel postal, informing customers that their travellers will call. A good idea. Well done, Mr. Africa.

Mercantile Advertising Agency (J. F. Huckel), Potter Building, New York. A clever little pamphlet, which ought to do good work among people who are looking for an agent, if it were not that so many more advertising agents are looking for people. The illustrations are well drawn and good.

The Peninsular Stove Co., Chicago. Another "Brownie" book. Excellent, were it not that the Brownies are grown worn and haggard from long use, but the stove trade may still be fresh fields for the little men.

Warren P. Lovett. His design speaks for itself. It is printed on the front of an envelope.



MEN TO SEE.

Willard Everett, who places the advertising of C. I. Hood & Co., Lowell, is a slender, dark-eyed, dark-haired, dark-complexioned gentleman, of dignified demeanor, a very good listener, not at all pretentious, though set and determined to the last degree.

He will listen with absolutely unmoved features while the advertising solicitor tells his little story; no matter how tiresome it may be, he will be heard all the way through.

Mr. Everett does not waste unnecessary words; his remarks are few and generally well chosen; but without doubt he is one of the most thoroughly cold-blooded men in this entire country. Nothing can move him; unsympathetic to the last degree, cold, calm, and beautiful.

Marcus Wight, of J. C. Ayer & Co., another sarsaparilla man, is genial, frank, and altogether pleasant to meet. He has travelled many times over this broad country, visiting every little hamlet, town, and village, interviewing every publisher in the interests of his house, and doing that work with as much care and judgment as though each little order he placed in those days was of the utmost vital importance; and he could some queer and interesting stories tell about low rates for advertising and singular modes of securing contracts.

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Mr. Wight will neither smoke, drink, nor indulge in any of the petty vices; but there must be a safety valve through which the surplus energies of a business man finds vent, and if you talk "horse" to Mr. Wight, his attention you will find riveted upon that subject.

Probably no man has profited so much from intercourse with advertising men as George R. White, of the Potter Drug & Chemical Co., Boston. For years it has been his habit to see every one who calls in relation to advertising, to draw from them every drop of information they are capable of giving, and having once satisfied himself that there is no more "blood in the turnip," those interviews terminate then and there, and yet he is not happy.

THE following letter, addressed to the editor of *The King's Jester*, explains itself:

"GENTLEMEN: We note in your issue of April, on page 22, a statement that our Company recently commenced to run a series of "Numbered Talks with Advertisers" in *Printer's Ink*, implying that in adopting that style of heading we have copied a similar style by which your name has been made familiar to advertisers all over America.

We sincerely regret that we should have employed any style of heading to our advertisements in *Printer's Ink* which had been used before. Our object was to be original; we sincerely believed that we were original in that idea, as we never happened to note the articles in question which have made your firm so well known to advertisers.

We are obliged to do considerable in the way of setting the fashion ourselves in points of business methods, and no one more than we can deplore the fact that people will copy and imitate.

It is natural, therefore, that we would not voluntarily do a thing to others which is so distasteful to us, and we will frankly say that had we known that H. B. King & Bro. had used that style of heading for their advertising, nothing could have induced us to make use of a similar style.

We shall therefore immediately discontinue our "Numbered Talks with Advertisers."

Yours truly,
A. N. KELLOGG NEWSAPER CO.

In a controversy of this kind, a decent regard for the rights of others prompts the publication of letters in full, or as nearly so as space will permit. We submit, then, that this garbled version which the editor printed as being the substance of the communication is neither good business for his paper nor courtesy to Mr. Hallock.

"A MANLY APOLOGY.

"Last month we complained of the adaptive faculties of two advertising agencies in this city, mentioning that 'Talks with Advertisers,' which the A. N. Kellogg Co. were running in *Printer's Ink*, was an idea used by us some years ago. That firm has written us an ample apology, disavowing any idea of imitating, and pleading ignorance of our having used the heading. The manly apology increases the respect we have always had for the firm."

Nothing hurts a paper so much as to make its correspondents feel that their communications are liable to perversion.



"While there's life, there's hope"

THE advertisers in LIFE are the representative houses in their respective lines. Sample copies, rates and any desired information on application.

28 WEST 23D ST.,
NEW YORK CITY.

T. F. SYKES,
Manager Advertising Department.

The Genuine JOHANN HOFF'S
MALT EXTRACT
Is the Standard Dietetic Tonic Nutritive of the World.
Beware of Imitations.



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ART IN ADVERTISING

Mid-Summer Judge.

A TRIUMPH OF COLOR PRINTING AND BRIGHT IDEAS.

Advertising pages to press, July 13th.

Regular Rates Prevail. **Speak for Space.**

WILLET F. COOK,

Advertising Manager, *110 Fifth Ave., New York.*

THE AGENTS' GUIDE.

ABSOLUTE CIRCULATION, **60,000.**

I will forfeit $100 if the circulation every issue for the past ten months cannot be shown to be in excess of **60,000** monthly.

Send for sample copy.

GEO. W. CLAFLIN, Publisher,

122 NASSAU ST., NEW YORK CITY.

THE NEW SERIES.

The Richfield News. **The Saratoga News.**
The St. Augustine News. **The Thousand Islands News**

REACHES THE "HAUT TON"

WHERE IT GOES AND WHEN IT IS THERE.

F. G. BARRY, Publisher,

General Office: UTICA, N. Y.

THE GRAPHIC.

America's Popular Illustrated Weekly.

The Journalistic Success of the day: A Peerless Medium for Advertisers.

THE GRAPHIC COMPANY,

CHICAGO.

STICK A PIN IN THIS.

202 WORLD BUILDING, NEW YORK.

To the Washington Publishing Co., Washington, D. C.

If ever you want a testimonial from me as to the value of "Kate Field's Washington" as an advertising medium, I will gladly give it. I have received 6 orders from an advertisement inserted in this week's number, and all of them are from prominent public persons. Yours truly,

FRANK A. BUNELLE,
Pres't "The Bureau of Press Clippings."

The advertisement appeared April 22; the above letter was written April 25.

EVERY LIVE ADVERTISER SHOULD USE

FRANK LESLIE'S
ILLUSTRATED
NEWSPAPER

WILLIAM L. MILLER, *M'g'r Advertising Department.* 110 Fifth Ave., New York.

Dodd's Advertising Agency, 265 Washington Street, Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

EAST AND WEST.

L'Art de la Mode, NEW YORK.
The Great Divide, DENVER,

Combined circulation over 60,000 or no pay for advertisements.

ADVERTISING DEPARTMENT,
51 Tribune Building, New York.

FOR ENGLISH ADVERTISING.

Quotations made and sample papers on file for inspection.

Orders for English papers placed at once. Special Agency for London "Graphic" and "Great Thoughts."

Call or address

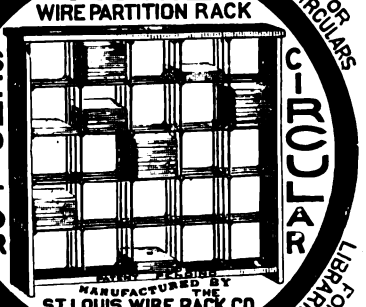
F. W. NOSTRAND,
51 Tribune Building, New York.

BRANCH OFFICE IN LONDON.

CLEAN LIGHT FOR PAPERS — STRONG CHEAP FOR CIRCULARS

ACME WIRE PARTITION RACK

SEND FOR CIRCULAR



MANUFACTURED BY THE ST. LOUIS WIRE RACK CO ST. LOUIS, MO.

OFFICES — LIBRARIES

USEFUL ORNAMENTAL — DURABLE PORTABLE

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Here's what Advertisers

GET FROM US:

Papers which are read by prosperous families.

Whose readers believe in them thoroughly.

SUNDAY SCHOOL TIMES, PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.

BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.
PRESBYTERIAN OBSERVER.

Which reach over 275,000 Families every week.

Which do not conflict in circulation, but cover different denominations.

A hearing with the confidence that is given to statements from a trusted friend.

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS **15** BEST WEEKLIES

Every Week Over 275,000 Copies

Religious Press Association, Phila.

A careful reading of advertisements in the quiet of the home circle.

A life to an advertisement of at least one week, in many cases longer, before it is cast aside.

If you have the article to advertise, we arrange the way to do it easily and at little cost.

Shall you and we talk together about it?

$100 FOR 100 WORDS!

I will pay $100 in cash for the best 100-word advertisement of my book entitled

"Goodwin's Improved Book-keeping and Business Manual."

Send 4 cents in stamps for full particulars and a 32-page descriptive pamphlet. Answer immediately, as time of competition is limited.

J. H. GOODWIN,

Room 15, 1215 Broadway, New York.

FACTS FOR ADVERTISERS.

I. Readers of THE EVENING POST insist upon having it every day. You cannot duplicate the circulation by using all the other papers combined.

II. Our readers are usually well-to-do, many of them wealthy. They are prepared to pay fair prices—a substantial constituency.

III. We insert no advertisements of doubtful character, nothing unpleasantly suggestive. This begets confidence in our advertising columns.

IV. We now daily circulate from 21,000 to 26,000 copies. This circulation is constantly increasing.

V. We publish more advertising than any other evening paper in New York City; leading houses in all lines are our largest advertisers.

THE EVENING POST,

206 to 210 Broadway, New York City.

"*When found, make a note of.*"—CAPTAIN CUTTLE.

THE RIGHT MEN IN THE RIGHT PLACE ARE

C. MITCHELL & CO., of London, England,

12 and 13 Red Lion Court, Fleet St., E. C.

ADVERTISING CONTRACTORS OF FIFTY YEARS' STANDING.

The Manufacturer who Travels

Should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find Time to Travel

Should write to C. M. C. Their extensive American Clientele and long acquaintance with English Advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his Clients'

Interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms.
Estimates and specimen papers free on application.

"The Newspaper Press Directory," Forty-sixth annual issue, price, by post to the United States, 50 cents.

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THE CALL,

PHILADELPHIA'S

Leading Afternoon Daily.

ROBT. S. DAVIS, Proprietor.

CIRCULATION: DAILY, 60,000. WEEKLY, 23,000.

RATES: Display advertisements—Daily edition—single insertion, 15 cents per agate line; six months (156 insertions), 10 cents per line; one year (312 insertions), 8 cents per line. Reading notices, 25 cents to $1 00 per line, according to page. Weekly edition—single insertion, 15 cents per line; one year, 10 cents per line. Reading notices, same price as in daily edition.

THE CALL is the cheapest paper in the United States for its circulation.

NEW YORK OFFICE:
150 Nassau Street.

S. S. VREELAND, Manager.

Can't Deliver the Goods.

Many papers claim to do this or that, and can't deliver the goods.

We claim to be able to furnish better results from advertising than any other New England paper, and can deliver the goods.

BOSTON HERALD.

For rates inquire of us.
For results inquire of advertisers.

If you wish to reach the
Intelligent, well-to-do people
In Every County of
North America
Place your advertisement in
THE NEW YORK LEDGER.

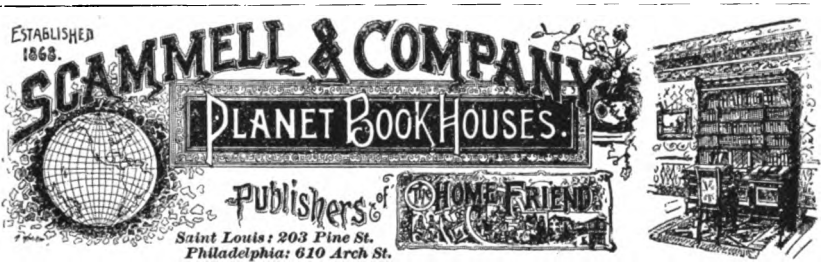
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I am quite willing to sell electrotypes of any sketch which I may use on this page for the nominal price of $2.00 each. This is certainly cheap enough. I have been somewhat annoyed at the frequency with which they have been borrowed (?) lately, and I think this will avoid it in future.

I have a catalogue containing more than 1,000 different cuts which I will mail to subscribers of this paper free on request. Any one else, 25 cents.

H. C. BROWN, 80 FIFTH AVENUE,
Advertising Sketches and Photo-Engraver.



St. Louis, May 18, 1891.

The Gannett & Morse Concern,

Augusta, Maine.

Dear Sirs: Your letter to our branch office at Phila. inquiring concerning the results which we have received from advertising in "Comfort," in comparison with those from other mediums, is referred to us here. We will simply reply that "Comfort" has paid us as well as any medium we have used during the past five years. None rank higher.

Yours truly,

Scammell & Co.

(Dictated.)

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The Man who Writes Advertisements



should have at hand for constant reference a book that is not only the very highest authority in spelling and defining, but one that answers accurately all questions of commerce, finance, the trades, insurance, and law—everything in electricity, engineering, coinage, weights, measures, metallurgy, etc., *a book that will help him to make his advertisement more effective.*

Perhaps you want another word to use in place of the only one that occurs to you—the collection of synonyms in this book is worth more than the cost of the work.

The business man—the success or failure of whose ventures often depends upon the proper interpretation of a single word or phrase in a contract or letter—needs it. Men are wont to get on in their office with a tiny little dictionary or none at all. Here is a book full of condensed and practical information, *just what one wants to know.* Its owner has a faithful adviser, who speaks only when spoken to and whose life-long services cost only a man's salary for a few weeks.

What is the book? Why—

The Century Dictionary.

IF YOU ARE THINKING OF

ADVERTISING IN ENGLAND,

we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

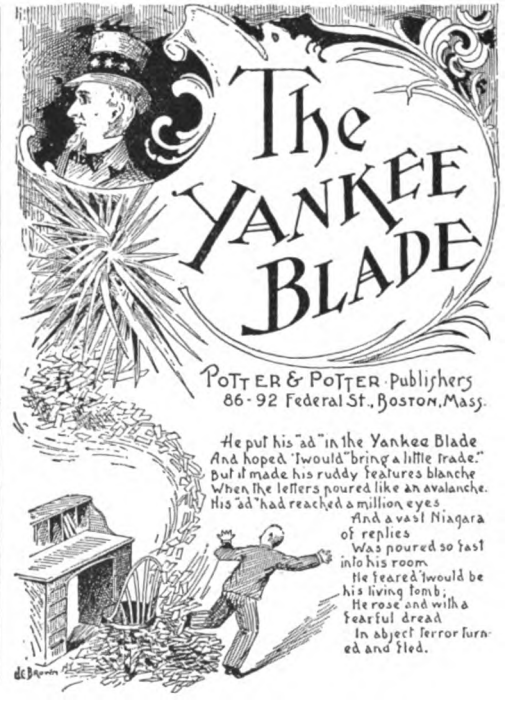
Smith's Advertising Agency,

132 FLEET STREET, E. C.,

LONDON, ENG.

"SUCCESSFUL ADVERTISING" (*11th Edition*) *is the best guide to British advertising.*

Sent prepaid for 50 cents.



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PROVED CIRCULATION
(TRADE MARK)

300,000 Copies Weekly.

$1.25 PER AGATE LINE PER ISSUE.

The cheapest advertising offered in Weekly Papers when the circulation is not in doubt.

IT CERTAINLY PAYS THE ADVERTISERS

Who are using space, or they would discontinue. Any advertiser can discontinue at any time for any reason at prorata rate.

The Saturday Blade,

200,000 COPIES WEEKLY—$1.00 PER LINE.

The Chicago Ledger,

100,000 COPIES WEEKLY—50 CENTS PER LINE.

W. D. BOYCE, Publisher,
116 & 118 Dearborn St., Chicago.

APPLY TO ANY RECOGNIZED AGENCY OR DIRECT.

Digitized by Google



Truth destroying the Calumniators of "Comfort."

Talk's cheap, but it takes money to buy land. Read these letters, the originals of which can be seen at any time in our office.

"More returns than Allen's Lists."

MONTCLAIR, N. J., May 18, 1891.

THE GANNETT & MORSE CONCERN,
AUGUSTA, ME.

Gentlemen:

In reply to yours of 14th, I can say, that "Comfort" pays better than any other paper I have used this season. It brought me more cash and returns than Allen's List has. The cost being about one-fifth of what Allen's cost.

I shall always use "Comfort." Yours truly,
W. B. WILLIAMS.

"One that makes up losses."

BOSTON, MASS., Jan. 22, 1891.

GANNETT & MORSE, Publishers of "Comfort."
Gentlemen: AUGUSTA, ME.

In reply to yours of Jan. 21st, I would say that "Comfort" is indeed a great comfort to advertisers; it is comforting to know that when *other papers* fail to pay, to have *one* that will make up for losses. The fact that I changed my 8 line ad. to a 20 line one, and also put in an additional 35-line double column ad., ought to be sufficient evidence that by advertising in "Comfort" an honest advertiser will get good returns.

Respectfully yours,
NUMISMATIC BANK, *W. T. B.*

"We intend to increase our space."

NORTH WINDHAM, ME., Dec. 17, 1890.

GANNETT & MORSE CONCERN,
AUGUSTA, ME.

Dear Sirs:

In reply to last remark in your favor of 15th, will say you have one of the best mediums I have used for eight years. There are very few good papers adapted to our business that we have not tried during that time. We intend to increase our space beginning with March, 1891.

Wishing you success, I am, yours truly,
A. SPEIRS.

"Solid comfort."

BOSTON, MASS., May 15, 1890.

Dear Sir:

The advertising we have done in "Comfort" has been comforting to us. We wish we could get as much comfort from all the papers we advertise in.

We are yours very truly,
G. H. W. BATES & CO.

COMFORT is after all the leading medium of its kind. It pays better. It has a "pull." It keeps right on "getting there." Apply to the agencies for space or to the publishers direct. *Circulation proved by Post-office receipts.* Write for fac-simile reproductions of same.

GANNETT & MORSE CONCERN,
AUGUSTA, ME.

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[A Trio Bound to Win under any Circumstances.]

THE THREE TELEGRAMS.

THE men and women who read THE THREE TELEGRAMS are the well-to-do residents of New York State, Pennsylvania, New England, and vicinity; a region that is calculated to have more wealth *per capita* than in any like section in this country.

Everything that tends to lighten labor or add to the comforts and luxuries of life, find in these people ready purchasers. They have the means and have outgrown the old country way of living and are strong after city conveniences.

There are many papers in the Empire State, but goodness knows what the majority of them are worth to the advertiser. There is a small choice in rotten apples anyway, so I prefer to stake my reputation on THE THREE TELEGRAMS with their Known Circulation of 300,000.

A. FRANK RICHARDSON,

Tribune Building, New York City.

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SCRIBNER'S MAGAZINE.

THE FICTION NUMBER

goes to press this month. It is one of the best issues of the year to use for advertising.

ITS CIRCULATION

will be considerably over 120,000. The regular average edition for the past four months has been 118,725.

THE PRICE

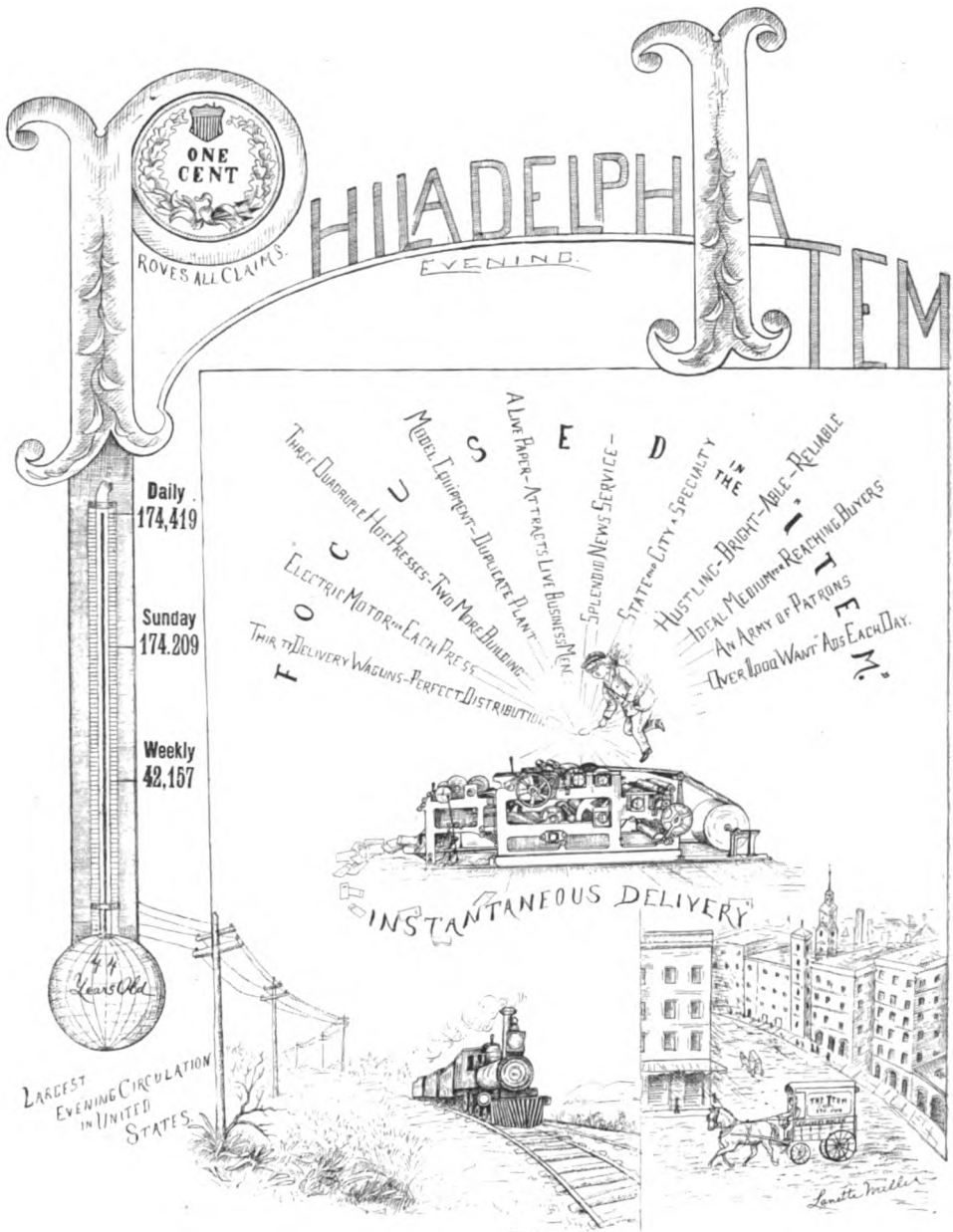
for small advertisements is $1.00 a line (if ordered for twelve times—80 cents per line—(about two-thirds of a cent a line per thousand). Full page, $150, with 20 per cent. discount if run twelve times. Address,

CHARLES SCRIBNER'S SONS,

Publishers,

743-745 Broadway, N. Y.

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S. C. BECKWITH,

Sole Agent Foreign Advertising.

509 "THE ROOKERY," CHICAGO.

49 TRIBUNE BUILDING, NEW YORK.

Digitized by Google



THE VERDICT

Of the Triumphant Two Hundred!

TWO hundred general advertisers are to remain in Allen's Lists all summer. Look and see who they are! They are the shrewdest and most successful in America, in their various lines of business. *They are the triumphant two hundred among advertisers.* Observe for yourself, and for the summer months you will find few of these advertisers in other general advertising mediums. *Thus they give their verdict, that Allen's Lists are the best general advertising mediums in America.*

A SURPRISING AND UNEQUALED RECORD.

The cash orders for ads. in my June, 1890, issues, exceeded those in the June, 1889, issues, by . $4,237.03

The cash orders for ads. in my June, 1891, issues, exceed those in the June, 1889, issues, by . . 8,620.10

This shows a gain for June of $8,620.10 in two years.

It should be borne in mind in connection with the wonderful increase shown, that even in 1889 Allen's Lists distanced the field, in the generous advertising patronage which they received. But while this year the patronage of other general mediums has fallen off, that of Allen's Lists has enormously increased.

WHAT DOES THIS GREAT BOOM MEAN?

It means that the shrewdest advertisers of America have learned by experience, many of them by keeping accurate records, that *Allen's Lists pay handsomely all summer*—that they can be depended on to pay, even when the best of other mediums will not.

GIVE THE CIRCULATION LIARS SOMETHING TO PONDER ON.

Write in your contracts, as follows: Post-office receipts, *running back one year*, to be shown whenever desired. If the originals are lost, then a statement from the postmaster certifying the amount of each receipt. Any other proof such as would be desired in a court of law in proving a case, whenever desired. Any proof that is possible to furnish from a well regulated office, whenever desired. A discount in exact proportion should the circulation ever be less than was held out or guaranteed. Subscription and sample copy books to be open to full examination. Those who intend to give what they guarantee, and hold out, will sign such contracts. Those who intend that you shall think they give a great deal more than they do, will not sign such contracts. *I like to sign such contracts. I court the privilege of furnishing absolute proof. Don't throw away the money you this summer make from Allen's Lists, by becoming the circulation liar's victim. Get honest count, and, if your business is properly conducted, advertising all the year round will pay you best.*

I PROVE UP OVER ONE MILLION CIRCULATON EACH MONTH,

Or I make discount in exact proportion to each advertiser. Each month I mail a copy of affidavit, certifying my circulation, to each advertiser. Post-office receipts, subscription and other books shown at any and all times. Any special proof desired, that can possibly be given from a well regulated business office, gladly furnished at any and all times.

UNPARALLELED IN AMERICA.

The periodicals of Allen's Lists are the only monthlies in America whose advertising patronage is about as large in the summer as in the winter; this state of things arises from the fact that no other advertising mediums are as strong as these.

Take your place among the triumphant two hundred. Why not? Try it for July, August, and September. Then you will know and will probably hasten to make an annual contract. You will never fully know how strong and powerful Allen's Lists really are until you have been in them all summer.

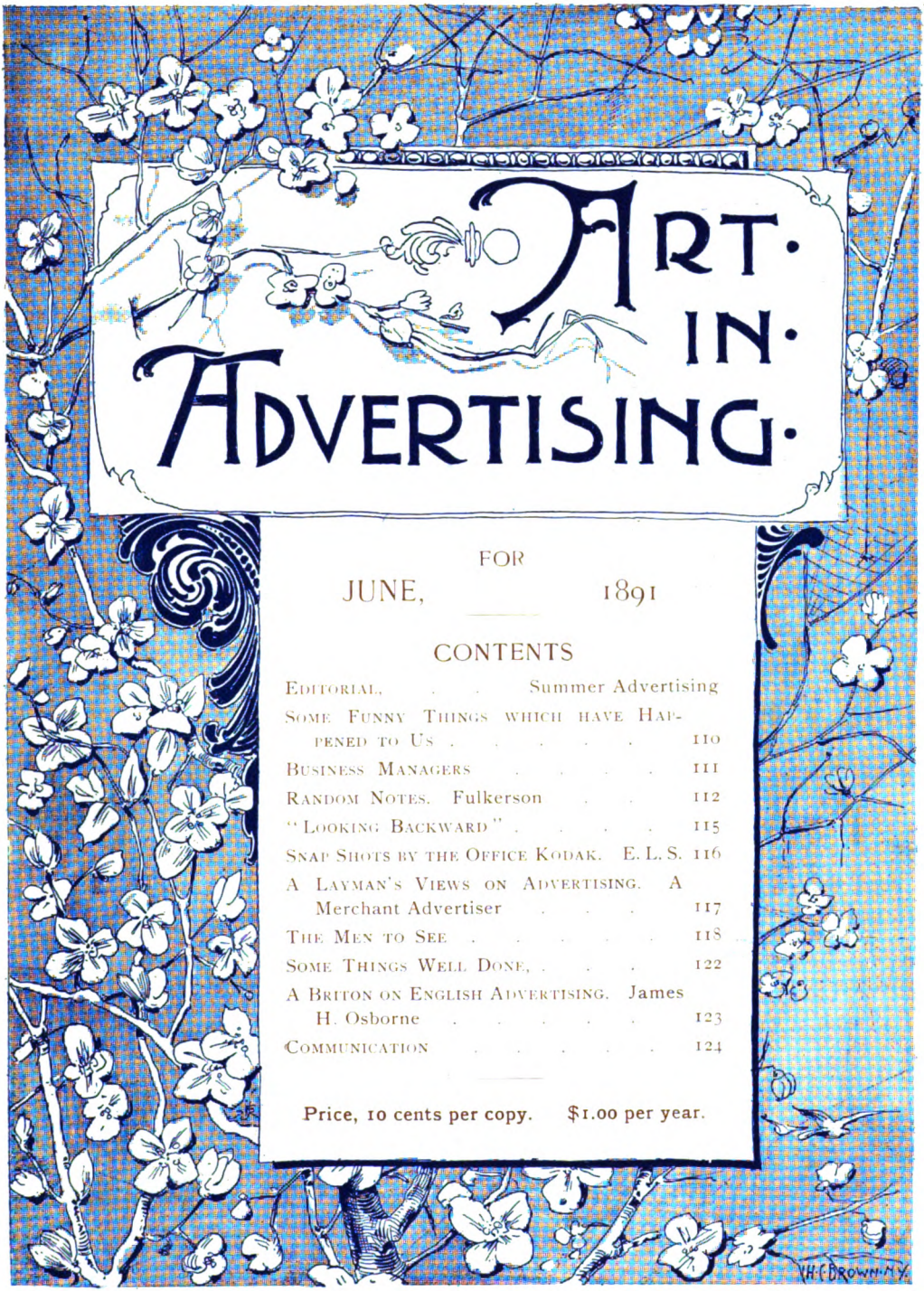
QUALITY.

Never confound the quality of the periodicals of Allen's Lists with that of the cheap, thrown around monthlies, They are of very different character. Carefully edited, well illustrated, and with a brilliant, able galaxy of paid contributors, they are taken and paid for by the better classes of the rural masses all over America, because they are wanted, at subscription prices that are not low.

Forms close for July Issues, June 18.

E. C. ALLEN, Proprietor of Allen's Lists, AUGUSTA, MAINE.

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"GREATEST SHOW ON EARTH."

MY PHOTO-ENGRAVING ESTABLISHMENT is of course the largest, the most celebrated, and the most magnificently equipped affair of its kind in the world. I can turn out work ordered to-day, yesterday, and do various other things equally surprising. There is not a publisher in town whose presses I haven't kept waiting at some time or other, so prompt am I in delivery.



The "Old Homestead" on Fifth Ave.

You will observe a wind-mill in the rear of my premises. This is my motive power. I have thought something of going into the business of "Raising the Wind," but owing to the enormous demand for my Peerless Plate Work, I have been hitherto prevented.



In the Gallery.

Don't write to me for samples and prices. This indicates a lack of confidence which pains me more deeply than words can tell. "I would rather have confidence than Capital"—(Rats).

What I want is orders for Photo-Engraving of all kinds.



The "Limited."



In the Art Department.

H. C. BROWN,

Photo-Engraver, 80 Fifth Ave., New York.

J. C. BROWN, Selling Agent.

An illustrated book of which the above is a specimen page, will be ready September 1st. Sent to all subscribers free. Others, 25 cents.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

NEW SERIES. JULY, 1891. VOL. III. NO. 5.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

SUMMER ADVERTISING.

MOST of the large advertisers are disposed to curtail advertising during the summer, yet to us there seems no better time to push the sale of proprietary articles, that are sure to find an ally of no mean proportions in the balmy days of July and August. Take the man who has lung trouble, for instance. Now why shouldn't he take some healing article at the time when Nature herself is in a position to help him? Are not people ordered to warmer climates? Why not, then, take Scott's Emulsion, if you please, during the season when Nature and Science work hand in hand? Why should man wait till the damp, chilly days of November, when all the good the medicine could do him is nullified by the inclemency of the weather? And so with the man whose blood is out of order. Mr. Hood loudly insists that March, April, and May are the months to take Sarsaparilla, but why are not June, July, and August better? The pores of the system are open, and everything is favorable to obtain the utmost result from Mr. Hood's excellent remedy. As a matter of fact, both Mr. Scott and Mr. Hood curtail their advertising during these months to practically nothing, and the same thing is true of almost every other large advertiser. People seem to have made up their minds that no money can be made in summer. And having made up their minds on this point, there is an end to all argument.

But let us consider the facts. How many persons who read this article will dally away the golden days of summer at Lenox, Bar Harbor or Newport? Precious few. With the possible exception of ten days or two weeks, you will do the same grind that you have done the past twelve months, and though these days be hot, you will find just as much to do and perhaps more. True, in the great centres of commerce, like New York and Chicago, the vacation season is more apparent. But outside of the big cities the scene rarely changes. Rent goes on, clerk hire goes on, and business goes on. People eat, drink, and get sick, die and are born just the same in summer as any other time, and there's a summer every six months all the way from the cradle to the grave.

It seems to us, therefore, that the time has come to do away with a worn-out fe-

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tich. We do not lose sight of the adage that all work and no play makes Jack a dull boy. The point we wish to make is, that there is just as much business to be had in summer as at any time, only it requires looking after a little more sharply, perhaps. And that a man who is at his post ought to stir things up if he finds them dull. When he is away from the store, then let him leave business behind and enjoy himself. That's vacation. It is time to do away with the idea that things will be dull in summer, no matter what you do. It is a wrong idea.

SOME FUNNY THINGS WHICH HAVE HAPPENED TO US.

WE began as soon as the first number was published. There was a popular coffin-maker and a large manufacturer of the trappings of woe who became one of our earliest subscribers. He did business on the Bowery, New York, and as the beginning of every month came around he yearned for his copy of ART IN ADVERTISING. His habit was to write a postal-card every day until he got his number, and at the end of each month to post us cheerful letters of God-speed, until we felt as though we published the paper for him alone.

Another man who lived in Rochester was accustomed to send us reviling letters because he didn't get his copy promptly in the early days. Finally he wrote that he was convinced that we were frauds, but that we could keep the dollar he had sent if we would admit that we were "skins." No self-respecting publication could put such a letter on file, and we sent it back with his hated dollar. The money was promptly returned, with the request that the subscription be continued, and sent back as quickly with a note informing our friend that one thousand dollars would not place him on the subscription list; in short, that he could never again become one of the happy mortals who receive ART IN ADVERTISING every thirty days or so. We were then informed that he had entered upon a competition for one of our prizes, and that he should instantly bring suit to force us to recognize him as a subscriber, and enclosed a letter from his lawyer in dreadful legal phraseology. Our own lawyer, taking up a defensive attitude in equally legal terms, we heard no more of it. The gentleman's name is still absent from our books.

A wood-cutter in the wilds of the Northwest found an old copy of ART IN ADVERTISING used as a wrapper around some goods, strange as it may seem that a copy could be put to such base uses. It was read with the eagerness commonly supposed to be devoted to the dime novel, and the wood-cutter's camp made up its many-sided mind that it must have the paper. "We are not specially interested in advertising," says the letter ordering a year's subscription, "and it will hardly be of practical value in our calling, but we must have it, just the same."

A man in Russia wrote for a sample copy; all Russia, he informed us, was filled with our fame. He gave us his family history, and told, among other things, that he could speak thirteen languages. He wrote, however, in French, just to show what he could do in that line, and to inspire proper respect in the gentle bosom of the office boy, so that he might not consign the letter to the waste-basket, where it properly belonged.
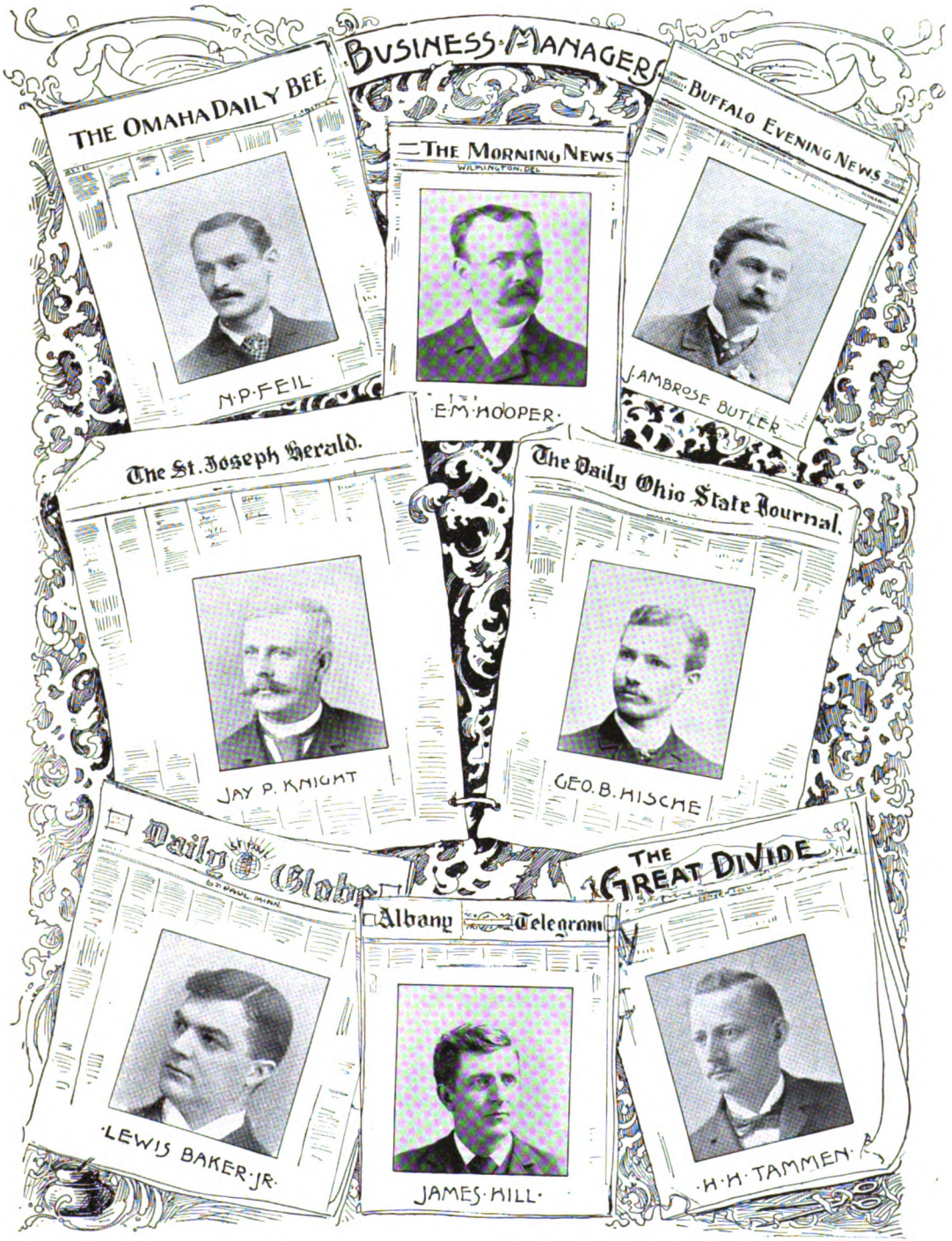
We have been touched with deep emotion by several good friends who have subscribed for a number of years in advance, thinking evidently to help keep us on our feet. To these kind souls we give thanks from the heart, and to all interested cranks, friends, and enemies we extend the information confidentially and in due modesty that we are doing quite well.

ENGLISH HUMOR.

ONE of the largest poultry shops in London has a huge sign over the doorway reading:

LIVE POULTRY AND EGGS.

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HERE is a good deal of fun to be got out of the real estate advertisements which in these days fill the papers. Some New York journals contain a page or more of wild promises of the real estate speculators until they look like Chicago or St. Paul dailies. In the *Sun* of Sunday, June 7th, appears a most interesting bit of writing by a Mr. H. A. Freeman, who says in large full face that "It's no use, I am simply forced to continue advertising, no matter how unnecessary." The poor man got so tired of selling lots that he stopped advertising, but it was no avail, and I quote his experience:

"What do you think happened? Why, I have had to work overtime answering letters from citizens, scores, hosts of people, who wrote asking: 'What's become of your advertisement? Are you going to stop? Are the Hempstead lots all sold out? Have you deserted the *Sun*?' etc., etc. What a wonderful paper is the *Sun*, anyhow! Many who never thought of buying real estate wrote because they missed my usual Sunday talk and felt lost without it—at least they said so. SO, AS I MUST—HERE GOES!"



Mr. Freeman should take a professorship in a business college, and Mr. Laffan might easily afford to endow the chair.

* * *

IT is wonderful what some of these men accomplish by clever managing and good advertising. Mr. Rath, whose portrait is presented in the cut reproduced, appears to be one of these money-making hustlers. Another is Mr. Lynch, the owner and "pusher" of Bensonhurst, Long Island; not to mention the ubiquitous Mr. Jere Johnson. These amiable gentlemen go buy a farm, which no one ever thought of as being exceptionally valuable, lay it out in lots, besprinkle its new highways with neat street signs, put in water-pipes and what not, and then go forth to gather in the faithful—the man in the flat with five children, the brides and grooms, and the people who don't know what they want. Prices are low, the buyers are satisfied, the sellers are delighted, cottages painted in all the colors of many rainbows spring up, and, as Mr. T. DeWitt Talmage has recently said, "all nature smiles."

* * *

IT has always seemed to me that real estate men do not advertise enough, and the successes of those who did advertise have proved the truth of my belief. I have noted with interest the "readers" published in the magazines by Riggin & Holbrook, and have often wondered what the result was. I prophesy that they will make money and have a host of imitators.

* * *

SOME one ought to do something to lift the advertising now being printed in the Chicago papers to a standard of respectability suitable to a World's Fair city. I cut from the Chicago *Herald* the enclosed advertisement of one of the largest and finest houses in the west, N. K. Fairbanks & Co. I may be squeamish and not

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sufficiently broad-minded, but Mr. Fairbanks might without working overtime give us something better than this; if he'll send his adver-



tising man's name and address ART IN ADVERTISING will go to him for a year free for the good of the cause.

* * *

IT is perhaps a little unjust to give Chicago the prize for abominable advertisements. St. Louis is neck and neck for the front rank. Witness the wonderful art works of Professor Owens, who makes an extraordinary electric belt. If Mr. Comstock should feel disposed to investigate the Professor we shall be happy to give his address.





* * *

THAT was a good idea of the Franco-American Food advertising the fact that a card of admission, which they supply to all who ask for it, permits visitors to view their soup factory. The people who run this business must be clever if what a grocer recently told me was true. He said that for years Edward's desiccated soups and Huckin's soups were the only ones kept in stock, and he sold quantities of them. Of a sudden his customers asked for Franco-American soups; he had never heard of them; after a dozen people inquired for these strange and, as he supposed, foreign products, he made up his mind that he was getting behind the times, and ordered some from his jobber. Now he sells ten cans of the F-A to one of any other kind, and the good soul could never understand what heaven-born scheme had made the Franco-American soups "the thing" all at once. That bold advertising did it never entered his stupid old head.

* * *

APROPOS of large advertising, the proprietors of Piper Heidsieck Tobacco, I notice, are running full pages and half pages in all the daily papers in Philadelphia, for a month.

* * *

I NOTICE from a card sent out by the *Youth's Companion* that their circulation extends 300 miles out into the ocean. I presume it is the leading periodical among the codfish aristocracy of New England.

* * *

NEXT to The *Shroud*, the *Monumental News* is the most heartrending journal I ever saw. Some kind friend sends me the current issue from Chicago, but I trust not from any hard feelings. Surely the man who could not pick out a real nice satisfactory monument from the elegant new styles offered in this paper would be a swine, and deserves nothing better than a rail fence around his last resting-place. According to this beautifully illustrated journal, the grave-stone business is very good. Many new styles are having a good run, and I note with pleasure that the Decoration Day trade was unusually lively.

* * *

I WAS struck recently, in looking over a trade paper, by the number of people who announce their willingness—even their anxiety—to help others who were spending money in advertising. Several of them began by insinuating that the men whom they desired for customers

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were wasting their money, and knew nothing about advertising, and so were in special need of guiding hands. It never seemed to me that you could afford to open negotiations with a man by telling him that he can't get along without you, and that he is an idiot to try ; but perhaps these able and gifted advertising writers, having had more experience, know better how customers should be secured or courted.

* * *

THERE was a good short story in one of the magazines last month, a fact so unusual that it will pay people to read it. I mean "A Girl without Sentiment," in the *Century* for June. The author, Mr. Eugene Bradford Ripley, I never heard of before, but he knows how to write a love-story, and I hope he will do it again ; the fear is, though, that having made one success he will now want to do something "strong," or give us a story of "very remarkable character," as the magazine advertisements say, or in some way descend to the average of most of our magazine story-telling. The proper thing is to become a master of the art of writing a tale without plot or form (which no one wants to read), and doing it very well.

* * *

I HAVE been looking over some old volumes of magazines lately, and it seemed to me that the stories printed ten years ago were very much better than the sort of thing we have nowadays. They were interesting, and had some snap and character, and they flourished and entertained the magazine reader, in spite of illustrations rank enough to cast discredit upon a heroine described in the text as lovelier than the rising sun.

* * *

I THINK I have once before referred to the idiocy that creeps into theatrical advertising with startling frequency. Here is a fresh instance :

"Nay, do not repulse me! For God's sake, say you will love me, darling!"

These burning words were uttered, almost shrieked, with dramatic intensity by a woman on West Twenty-eighth street, near Broadway, late last night. The man to whom they were addressed turned on his heel and attempted to walk rapidly away, but the woman seized him by the arm and would not be shaken off,

And so forth and so forth. There is about a column of just such trash, which winds up with an advertisement for a Mr. Mark Lynch, who ought to be thoroughly ashamed of himself :

The girl, whose name is suppressed out of consideration for her relatives, seems to be crazy upon one subject at least, and that subject, it is pretty well known in theatrical circles, is Mark Lynch, the leading man of "The Stowaway" company. Mr. Lynch, who has appeared with Booth, Barrett, Mrs. Langtry and other stars, and as a joint star himself with Joseph Haworth in "Paul Kauvar," has had many experiences, but the one now related is the most unpleasant yet, and if he thought it was to occur again he would forsake the stage.

In contradistinction to this miserable stuff is the recent work done for "Dr. Bill" and "Betrothed," on which occasion two very telling devices were introduced—one, a confidential letter posted in London and addressed to parties in New York ; and the other, a set of engagement cards done in the exact style prescribed by fashion, and tied with the formal satin ribbon. They were tasteful and original ideas, and were decidedly effective.



BEFORE USING CUTICURA.

From Kansas City *Star*, June 2d, 1891.

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"LOOKING BACKWARD," 1991.



A RECENT addition to the statuary in the Metropolitan Museum of Art represents the figure of a man somewhat under medium height, with a kindly expression beaming from behind the spectacled eyes. It is apparently that of a man in the prime of Life. The head is wonderfully well proportioned, yet we are told that the man was not so famous for his head (though among those of great learning he was greatly esteemed) as for his heart. Referring to the catalogue, I find this explanatory note:

JOHN AMES MITCHELL, New York: Editor of *Life*.

Erected by the Common Crowd Everywhere for Value Received.

During Mr. Mitchell's time he published a humorous weekly which has never been surpassed, and which wholly eclipsed even the brilliant work of Mr. Leech, Mr. Cruikshank, Douglas Jerrold, and Mark Lemon on *Punch*. Seldom, indeed, has an editor gathered about him such a powerful staff as made up the personnel of *Life*. John Ames Mitchell, James S. Metcalf, John Kendrick Bangs, Frank P. Bellew, Charles Dana Gibson, Albert Wenzell, Van Shaick, Wolff, Charles Howard Johnson, and F. M. Howarth are all last century names, yet are as familiar among us as if they lived, moved, and had their being to-day.

The statue was erected in commemoration of Mr. Mitchell's signal victory over the trustees of the Metropolitan Museum of Art, who, pre-

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vious to that time, had kept the museum closed on Sundays, thus denying the poor people the only opportunity they had of enjoying the treasures stored therein. History fails to reveal the names of the trustees whom Mr. Mitchell opposed; perhaps it is just as well.

H. C. B.

ONE RESULT OF A SIX-PAGE INSET.

AT THE Zoo.—*She:* "Is that the rattlesnake?"

Attendant: "Yes, mar'm."

"How many rattles has he?"

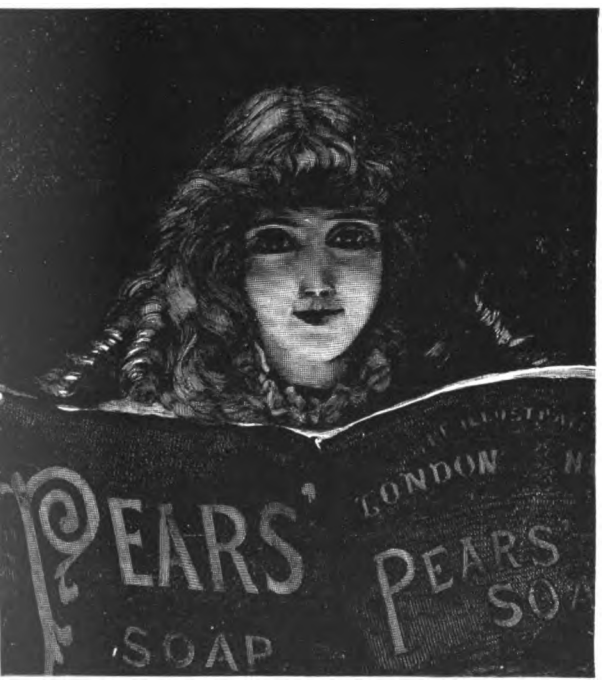
"Fifteen and a button."

"May I make him rattle?"

"Certainly, mar'm."

"What must I do?"

"You touch the button, and he will do the rest."—*Arkansaw Traveller.*



PEARS' LATEST.

SNAP SHOTS BY THE OFFICE KODAK.

"THE Light that Failed." Every lamp except the one you are advertising.

Celia: There is a very striking resemblance between your two admirers. Do you never get them confounded?

Ethel: Oh, yes, frequently. Papa attends to that.

THE lion of the evening usually creates something of a fu-rore.

Visitor (entering office): Sir, I am the inventor of the only talking-machine in existence.

Surly Editor: Humph, never been married, have you?

NO USE FOR A BIT.

Mr. Dudekins (who takes riding lessons): I had an accident the other day, Miss Flora. My horse ran away with me.

Miss Flora: You don't say! What kind of a bit were you using?

Mr. Dudekins: I wasn't using any. I put my arms around his neck and pweasantly a policeman stopped us. E. L. S.

BAKING POWDER NOTES.

A LITTLE girl was saying her prayers at her mother's knee the other night: "Oh, Lord," she said, "make me a good little girl, upright, true, and pure—absolutely pure, like the Royal Baking Powder."

Young Housekeeper: Do you know, Bessie, I believe Mr. Cleveland is not half so nice as Charlie believes he is.

Bessie: Why do you say that?

Y. H.: Oh, he thinks he has the only baking powder that is good for anything. Did you read the perfectly awfully spiteful things he said about the others?

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A GOOD SEND-OFF FOR ALL.

"WHAT is the especial feature of your new paper, from which you expect to realize so large a profit?"

"We are going to let people write their own obituaries at regular advertising rates."

A LAYMAN'S VIEWS ON ADVERTISING.

IN approaching this subject an outsider labors under rather more difficulties than does a man whose vocation makes him familiar with the cause and effect underlying the business, in that he is possessed of a certain modesty of opinion somewhat foreign to the professional man. And by this I do not mean to say that advertising agents are not much better able to hit the nail on the head as a general rule, but it seems to me that, like most professional men (for one can surely call this a profession), they are prone to walk in ruts.

Advertising does not necessarily create a want, but often shows us where to get that want satisfied when it has been created in the natural order of things. Thus I have found myself reading a certain advertisement day after day and wondering every time I read it how it was going to attract business to that particular quarter. My wonderment ceased when my time came for wanting that particular class of thing, and I was at once reminded of the name or phrase or set of words which had stared at me for so long. This way of looking at it must account for the manner in which some dealers cling to the same names and type year in and out. As I write now, it seems as if I could call to mind the exact style of type used by the various firms who make their wares so familiar to our eyes, and this means that their labors have not been in vain so far as I am concerned. Those people who make every dollar they spend bring itself back in goodly company are those who seek to catch the atten-

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tion by a neatly turned phrase or some combination of words which will fix itself in one's mind. From an outside standpoint I should say that "you press the button, we do the rest," easily holds the palm for this class, but perhaps some of the celebrity attached to this bright saying has been unwittingly contributed by the foolish people who, not having brains enough themselves to be original, have twisted it into all sorts of shapes to suit their own business, not preventing their phrases, however, from being easily recognized as plagiarisms.

Whether the reading matter in an advertisement should be changed from time to time depends of course upon the nature of the business advertised and the class of trade it is expected to reach, but I am of the opinion that there should always be a certain distinctive feature which one can easily recognize as belonging to a particular article and no other, most easily done by a characteristic style of type.

Advertisers, and generally those who go into the thing in a modest way, too often lose sight of the fact that there must be something out of the ordinary to catch a prospective customer's attention. This is undoubtedly the first object to be attained ; then, having his ear, so to speak, you can say your say, and it will depend upon the force of your argument as to whether he buys your goods or not. But you must first have his attention, and to get that you must catch his eye ; thus it seems money thrown away for a small advertiser to drown himself in the unbroken sea which makes up many of the pages of our magazines or papers. Let him have something different from his neighbors or he is hopelessly lost.

A man who has money enough to rent a page in a newspaper commands attention, no matter what he puts there. A small advertiser, who fills a few inches of space, should use great originality and tact or his money is wasted. To such a one the assistance of an advertising agent is invaluable. I have seen it stated somewhere that "there is nothing attracts attention to an advertisement like a bright snappy sketch ;" whoever said it knew what he was talking about. A MERCHANT ADVERTISER.



THE MEN TO SEE.

AT the office of Messrs. J. & R. Lamb, the church furniture people, Mr. Charles Lamb entertains the strolling solicitor. He is a young man of agreeable manners, with whom it is a pleasure to come in contact. Young Mr. Lamb is fortunate in the possession of a historical name. An excellent popular life has recently been published about him under the title of "In the Footprints of Charles Lamb."

* * *

MR. F. M. SCHOFIELD is the author of that vigorous, black-faced announcement wherein a timorous public are invited to purchase a fifty-dollar sewing machine for nineteen dollars and a half. I wish I could show you the retiring size of type used in exploiting the $19.50 part, but all our poster fronts are out on circus duty. Mr. Schofield does not find it necessary to treat a visitor as if he was a bore.

* * *

THERE is considerable more interest in *Truth* since Mr. Blakely Hall assumed the editorship. I see they have lately enlarged the illustrated department, and are making this feature a distinguishing characteristic. Mr. Potts considers all advertising suggestions de-

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signed to bring *Truth* into the foreground, and being an experienced solicitor himself understands the value of politeness in his intercourse with those who call on him.

* * *

THE American edition of that great English publication *Review of Reviews* is typographically a wonderful improvement over the home production, as was to be expected. In its present good appearance I think there is an excellent field for it. The original English plates are used, and Mr. Finlay, who has charge of the mechanical end of the magazine, takes care to keep it abreast of the times.

* * *

MR. HENRY B. HOWLAND, of the *Christian Union*, has evidently succumbed to the seduction of illustrations. I have often wondered why the religious press persisted in putting out such dreary affairs typographically. Mr. Howland's liberality in this direction will doubtless add materially to his subscription list, for in addition to his pictures he gives first-class matter. I read a very interesting item not long ago by the accomplished secretary of the Century Company, Mr. W. W. Ellsworth, and, like Oliver Twist and Hornby's oats, I thought I could stand some more. Mr. Howland has a valuable assistant in Mr. Chandler, and Mr. Lawrence Abbott, a son of Dr. Lyman Abbott, is making a reputation for himself on the staff. Mr. Howland receives the advertising man.

* * *

ONE of the coming young men in the magazine field is Mr. Hart, Mr. John Brisbane Walker's first lieutenant. The sudden rise of *The Cosmopolitan* is one of the sensations of the day. The profuseness of their illustrations is quite remarkable. Their attempt to illustrate from life by photographing from models was a new departure, and caused a great deal of discussion, more particularly in London, where the attempt was frowned upon. At any rate, it caused *The Cosmopolitan* to be talked about, which is one of the ends to be achieved by the modern publisher.

* * *

ONE of the unique trade publications that comes to my mind as being radically different from any other I know of is *Varnish*, a periodical issued by Lawson Valentine Co. It is in charge of Mr. L. W. Manchester, who also devoted time to the reception of callers at their office in Greenpoint. Mr. Manchester has achieved no little reputation as an advertising expert from the clever work he has done for his firm in *Varnish*.

* * *

MR. ST. JOHN, in D. Appleton's, is a pleasant man to meet, and has charge of the art department.

D. HECKMAN, at Orange Judd Co.

DESMONDE, at *Record and Guide*.

MR. CARNRICK, at *The Homemaker*.

OLIVER FLOORWALKER.

IN a recent letter Mr. Curtis writes regarding the *Ladies' Home Journal*: "I am about forming a stock company, to be in operation the first of July. It will consist of only a few of my own people—that is, heads of departments, with Mr. Bok and myself. I shall probably retain more than nine tenths myself; these heads of departments simply taking a small amount of stock so that they may be interested in the profits of the business."

A GOOD BUSINESS SCHEME.

"How many copies of my poems will you print?" asked the poet.

"One," said the publisher.

"What are you talking about?"

"That's business. I print one copy for a first edition. You buy it. Then I can advertise first edition snapped up in advance of publication. Second now ready."

AN EASY BUSINESS.

"SCADDLEBERRY appears to live well. Has he any means?"

"Not a cent. He carries lots of accident policies, though, and he's the luckiest man about getting hurt you ever saw—always getting $100 a week from some company."

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WHAT HE

Millicent (who wants to know): I thought I heard Mr. Lathers a
Dorothy (sadly): Oh, yes—he wanted permission to put his soa

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E WANTED.

asking your father for an interview in the library last night?
ap ad. on the out-buildings.

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SOME THINGS WELL DONE.

IT IS SUGGESTED THAT READERS INTERESTED IN ANY OF THE ADVERTISEMENTS REFERRED TO HERE SHOULD SEND FOR COPIES TO THE ADDRESS GIVEN. WE ARE ALWAYS PREPARED TO NOTICE AND COMMEND A GOOD THING.

SELL'S ADVERTISING AGENCY, London: Mr. Sell sends us a little book of advertising cuts entitled "Proper Illustrated Advertisements." A number of the designs are good enough to be American. Here is one of Mr. Sell's illustrations, and excellent, like most of the rest.



PROCTOR & GAMBLE CO., Cincinnati: The Ivory Soap drawings in the *Century* for June, which look very much like Mr. George Wharton Edward's work.

THE CENTURY CO., New York: The book and magazine announcement of this company might be taken as a model by a good many advertisers in the magazines, and particularly the publishers who fill their pages with agate type.

J. B. WILLIAMS CO., Glastonberry, Conn.: This firm sends us an eight-day thermometer, guaranteed to keep pace with any temperature. It may be a "chestnut," but we think a thermometer like this an A No. 1 advertisement. Will Mr. Williams please send another one to our town address for this well-deserved puff?

J. F. PEASE FURNACE CO., Syracuse, N. Y.: "A First Reader in the Pease System" is a clever booklet, not too long and it does not "blow" too much.

THE CONSOLIDATED ELECTRIC STORAGE CO., Philadelphia, Pa.: The name of this excellent company who make the famous Julian Storage Battery swells this pamphlet to undue proportions, but there are a good many interesting facts in it about electric matters.

A. L. TEELE, 55 West Thirty third Street, New York: Mr. Teele in his little book "Odd Advertising" tackles a big subject in a small space. It is a very personal affair, and chiefly concerns Mr. Teele and his customers who want to engage his services. We think his illustrations are too far from the point.

G. WEBB PAINI, Baltimore, Md.: Mr. Paini is the manager of the advertising department of the B. & O., and his little book on Deer Park is a model of good railroad advertising. The illustrations illustrate, which is not a common thing in railroad printing.

BRADLEY & CO., Syracuse: Send us two surprisingly good catalogues. Particularly valuable is the smaller one, which shows exactly the woodwork color and all of the firm's wagons in oak and ash.

A NEW freak of the trade papers is the introduction of "mottoes for the month." "Love One Another," "What is Home without a Mother," and sundry other choice selections denote the genuine, simon-pure, kiss-me-again trade paper. Here is one they can borrow without credit: "More men die from bumming than from overwork."

Nurse (to Tommy, who has lost his ball): I don't see what you're crying for, Tommy.

Tommy: Neither do I—that's the reason I'm crying. E. L. S.

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A BRITON ON ENGLISH ADVERTISING.

"There's life in the old dog yet!"

WHEN I was asked in a careless dont-care-if-you-do kind of way to write an article on English advertising for the pages of ART IN ADVERTISING, I confess I turned pale. Next to filling a whole number of the *North American Review*, such an attempt is, in point of magnitude, qualified to rank. The average American feels that he has only to come to London—our little village—put up at an hotel from Saturday to Monday, to be fully prepared to show slow-going Englishmen how everything ought to be done, and to point out how we *waste* thousands of pounds where he could have *made* millions.

Well, somehow, we manage to get on pretty comfortably in our own way. Now and again we even get so cheeky as to send over advertisers like Pears' Soap, Beecham & Redfern to America's hospitable shores, there to set calmly to work and corner all your best positions in your best publications.

There are two facts in English advertising which the American must take into account. The first is the old, old story of "it's our rule." The majority of your papers are of recent date, they are worked by men who are quite as desirous of having handsome advertising pages as bright literary matter and attractive illustrations. It is not so with us. Our leading dailies throughout the kingdom are the property of men who are not modern men of business. They established their papers before advertising was understood. As advertising extended, these men reaped a harvest from seed others had planted. They did not seek advertisers, advertisers sought them in ever-increasing numbers. Every year saw these proprietors richer, their papers more powerful, their dictation more absolute, until at last the advertiser must either conform to their rules or—what they seem just as well pleased if he will do—stop out of their paper.

When John Morgan Richards came over with a number of articles to advertise some twenty years ago, he was filled with delight when he looked at the quiet, staid, so-very-respectable advertisements in the London dailies. He thought of what a revelation his advertisements would be with their triangles, Greek crosses, stars, etc., etc. He sent his first advertisement in, but to his dismay the proof sent back showed the whole run on solid, save for six or eight drop letters. "Surely," he said, "there must be some mistake." Not at all. "It is our rule," and there was an end of it. Unlike many Americans, he made the best of a bad state of affairs, sailed in, and has now one of the largest businesses here. In one paper he has run a group of three advertisements for nearly two years without altering a block or a letter.

Another thing which should be borne in mind is the fact that English people only buy what they want. Sensational advertising will not make them buy. They make talk of some advertised article for months without sufficient desire to lead them to become purchasers. The only way to make an English branch thoroughly remunerative is to set a man down and say, "Now, even if it takes you ten years, you'll have to make the thing pay," then he will soon find out that though things go slowly, if he has anything good to sell, and if he is the right man, every month will bring him nearer to a solid success.

There are dozens of houses who have gone into the thing in this way and done well, perhaps better here than in the States. "Mother Seigel's Syrup," a house that never illustrates its advertisements, even though they are usually whole pages, is one. "St. Jacob's Oil" is another. Other well-known instances of success are "Dr. Warner's Coraline Corsets," "Canfield Dress Shields," "Cuticura," and "Mrs. Allen's Hair Restorer."

Smartness and vivacity seem to be the essentials to success in the States; here we can do without either of them, but we must have perseverance and real merit. In the advertisements which I have found conspicuous in the present week's papers, there is really nothing startling or even striking. They are simply

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statements of what the advertisers can do, and though I admire a clever, witty advertisement exceedingly, they seem to me well fitted to the purpose they are meant to achieve.

The way to success is not barred to any article. None of us would have thought, twelve years ago, that it was possible to cut out Holloway's Pills. Thomas Holloway, after giving immense sums to charitable institutions during his life, died worth $25,000,000. Yet Thomas Beecham, who started life as a miner, and at first sold his pills from a tray hung from his neck, has in "slow-going" England amassed a fortune in spite of such a powerful rival. Again, Pears' Soap seemed to be beyond successful opposition, yet "Vinolia" is pegging merrily away, and bids fair to rival its mighty predecessor. A quiet firm of Lancashire soap-makers get hold of a good title, "Sunlight Soap," and inside of five years they have the most extensive soap-making works in the world. Many other instances could easily be given, and prove that "there's life in the old dog yet."

JAMES H. OSBORNE.



MR. JAMES H. OSBORNE,

Of "Successful Advertising."

MR. ALLEN HAS HIS SAY.

WE print the following letter from Mr. E. C. Allen, notwithstanding the free advertisement it contains, because he feels aggrieved:

AUGUSTA, ME., June 9, 1891.

TO ART IN ADVERTISING,

80 Fifth Ave., New York City.

Referring to the "Cost and Result" tables published in your June issue, I beg to submit the following comments:

The figures came to you from an advertiser, bearing the impress of honesty; but the scheme was conceived and steered along to you by a person who claims more than ten subscribers for every one that he possesses. It is possible that the advertiser did not know that he was being steered, but the fact remains that he was.

The idea of the scheme was to make a forced showing in favor of this publisher's advertising sheet, as compared with that standard of advertising value, Allen's Lists.

How was it done?

Up to the time of the publishing of your first or original table, the space used in the advertising sheet was 186 lines of the advertising in question; and it was used at a time when they were issuing large numbers of sample copies.

According to your table, and according to the circulation which at that time I know they gave, the cost of each line of this advertising for each 100,000 of circulation was only six or seven cents.

Allen's Lists never break their rates, and the regular cost in them was seven or eight times as much for each 100,000 circulation.

The paper that inserts advertising for nothing in order to make a forced and misleading showing would manifestly have an advantage in a "Cost and Result" table, where the amount of space used was not given. But put the matter on the basis that advertisers generally have to pay said advertising sheet, and the result as compared with Allen's Lists would be more than reversed—Allen's Lists would be out of sight ahead; and of course that is the only true basis, any other being misleading, especially to inexperienced advertisers.

Suppose Allen's Lists, with their 1,000,000 circulation, for the purpose of making a forced showing put in $700 or $800 worth of advertising for $75, and the best of other mediums reaching the masses were given the same advertising at full rates. Would not Allen's Lists lead immensely in a comparison of cost and result? But would not the showing be worse than valueless to the advertiser? But that is exactly what the advertising sheet has done. There-

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fore, while it appears by the tables that the advertising sheet gave the best returns, still, when the light is turned on, it is clear that Allen's Lists lead by a very long distance.

Let me call your attention to something very curious in the original and revised tables: before the original table was published, the advertising sheet had inserted 186 lines of the advertising in question. In the next issue was enough to bring the total up to 212 lines. The two tables show that for this extra 26 lines a gross sum of nearly twice as much was paid as for the 186 lines. I presume this is about as accurate as any part of the showing: 186 lines cost, say, $60; 26 lines cost $120 in the same publication. The amount of the story is, the whole matter is entirely unreliable and misleading, a statement which experienced advertisers laugh at, but which doubtless has temporarily deceived a few amateurs and beginners.

While 212 lines were inserted almost free in the advertising sheet, only 104 lines were in Allen's Lists.

Your table shows only a partial list of the papers in which this advertising was placed. The sole idea when this scheme was conceived of was to show up favorably in comparison with Allen's Lists; the other papers were thrown in to give general tone, and to try to cover up the brass.

The position of ads. in the advertising sheet was superior.

I denounce the "Cost and Result" tables which you have published in your April and June issues as of no value to advertisers of experience, and as likely to deceive and defraud the inexperienced. It is clear that the idea was conceived in iniquity with intent to deceive.

ART IN ADVERTISING, for which I have always entertained respect, has been victimized—reptiles used it as a vehicle to ride in.

Any "Cost and Result" table, no matter how honest the figures, must always be comparatively valueless unless the advertisement is given. But the door would be closed against glaring fraud to some extent by a table which should show the following:

Name of paper.
First insertion of ad.
Last insertion of ad.
Position.
Reading notices.
Regular rate per line.
Total number of lines used.
Total cost at regular rates.
Total result to date.

I wish to state that this is, on my part, simply an "opening chapter," should the other party wish to pursue the matter further.

I cannot help alluding to the fact that the verdict of advertisers already is, that the gutter-snipe is a fraud, and that Allen's Lists are the best advertising mediums in America.

In what shape is this verdict given?

The advertising sheet has very little advertising this summer, and the less said about its actual circulation the better it will like it. It won't be likely to show post-office receipts for its summer circulation.

Allen's Lists are receiving advertising patronage to the amount of $4000 a month in excess of the corresponding months of last year, and $8000 per month more than two years ago. Indeed, they are running nearly as full of ads. as in the busiest months. Yours truly,

E. C. ALLEN.

NEW YORK, June 8, 1891.



"While there's life, there's hope."

"When the young men who started LIFE outlined their policy, it was not surely one for the benefit of art in advertising—but a glance at any late issue of this periodical must impress one with its high-class artistic advertising pages. 'The advertising page of LIFE is a factor in its sale,' is a remark I heard passed a few days ago."—*The Newsman.*

T. F. SYKES,
Manager Advertising Department.
28 WEST 23D ST., NEW YORK CITY.

The Genuine **JOHANN HOFF'S**

MALT EXTRACT

Is the Standard Dietetic Tonic Nutritive of the World

Beware of Imitations.



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ART IN ADVERTISING

Judge Library-Magazine.

Best Medium *for direct returns* extant.

Guaranteed Monthly Circulation 75,000.

Yearly rate to advertisers 37½c. per line.

Address, WILLET F. COOK,

110 Fifth Ave., New York. Adv. Manager "Judge."

THE ÷ AGENTS' ÷ GUIDE.

ABSOLUTE CIRCULATION, **60,000.**

I will forfeit $100 if the circulation every issue for the past ten months cannot be shown to be in excess of **60,000** monthly.

Send for sample copy.

GEO. W. CLAFLIN, Publisher,

122 NASSAU ST., NEW YORK CITY.

FOR FREE ART.

KATE FIELD'S WASHINGTON is fighting hard in the interests of Free Art in America.

Art Dealers should make a note of this and secure advertising space in the only journal whose editor and proprietors are making personal and business sacrifices in their interests.

39 CORCORAN BUILDING,

WASHINGTON, D. C.

THE GRAPHIC.

America's Popular Illustrated Weekly.

The Journalistic Success of the day: A Peerless Medium for Advertisers.

THE GRAPHIC COMPANY,

CHICAGO.

THE BRAINERD & ARMSTRONG COMPANY,
The well known manufacturers of "wash silks,"
New London, Conn.,
Has just placed its order for space in all four of

THE NEWS SERIES:

The Richfield News,
The Saratoga News,
The Thousand Islands News,
The St. Augustine News.

Ask them WHY.

General Office, UTICA, N. Y.

Dodd's Advertising Agency, 265 Washington Street, Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

EVERY LIVE ADVERTISER SHOULD USE

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

WILLIAM L. MILLER, *M'g'r Advertising Department.* 110 Fifth Ave., New York.

We have a few bound volumes of ART IN ADVERTISING, containing a year's issue of the paper.

The books are neatly bound in cloth and lettered in gilt.

PRICE, $2.00,

with an allowance of 10 cents on all copies returned.

TIRED BRAINS DO NOT MAKE BRISK BUSINESS.

The successful business man of to-day takes A REST.

A sojourn at Coronado Beach, California, will make a new being of you. Write to the Hotel del Coronado for its beautiful book, just published.

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RESULTS TO THE ADVERTISER.

MERIT WINS!

THE FITTEST SURVIVE!

A Remarkable and Unequalled Summer Record.

The cash orders for advertisements in the June and July, 1890, issues of Allen's Lists exceeded those in June and July, 1889, issues by $8,374.78

The cash orders for advertisements in the June and July, 1891, issues of Allen's Lists, exceed those in June and July, 1889, issues by 16,204.93

Gain in two years for June and July, 16,204.93

It should be borne in mind in connection with this unparalleled increase, that even in 1889 Allen's Lists distanced the field in the generous advertising patronage which they received. But while this year the patronage of other general mediums has fallen off, that of Allen's Lists has enormously increased.

Two hundred of America's shrewdest advertisers have learned by experience, many of them by keeping accurate records, that Allen's Lists pay handsomely all summer—that they can be depended upon to pay, even when the best of other mediums will not.

Try Allen's Lists for August, and keep a record of the returns.

You will then hasten to make an annual contract. Forms close for August issues, Monday morning, July 20th, sharp.

E. C. ALLEN, Proprietor of Allen's Lists,
Augusta, Maine.

Going To Take A Vacation?

Before you go, secure the services of these Tireless Workers, who take no vacation, to make known to over 275,000 Families every week that you have something to sell. These papers speak at all times when the listener is willing to hear, often when he does not expect it, but never speak except with the voice of a trusted friend whose words obtain instant acceptance. They talk in all the Protestant denominations to people who have homes to keep up, children to rear, clothe, doctor, and educate—the people who have money for their needs, whose needs cover the whole year.

SUNDAY SCHOOL TIMES, PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.
BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.
PRESBYTERIAN OBSERVER.

Send in your order or inquiry. It will be carefully attended to.

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS **15** BEST WEEKLIES

Every Week Over 275,000 Copies

Religious Press Association, Phila.

Influence Is a Power.

It is in politics, it is in newspapers, it is in salesmen. A newspaper advertisement is a salesman, and the best salesman in New England is the advertising columns of

THE * BOSTON * HERALD

Established in 1846.

For Rates inquire of us.

For Results inquire of advertisers.

"*When found, make a note of.*"—CAPTAIN CUTTLE.

THE RIGHT MEN IN THE RIGHT PLACE ARE

C. MITCHELL & CO., of London, England,

12 and 13 Red Lion Court, Fleet St., E. C.

ADVERTISING CONTRACTORS OF FIFTY YEARS' STANDING.

The Manufacturer who Travels

Should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find Time to Travel

Should write to C. M. C. Their extensive American Clientele and long acquaintance with English Advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his Clients'

Interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms.
Estimates and specimen papers free on application.

"The Newspaper Press Directory," Forty-sixth annual issue, price, by post to the United States, 50 cents.

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THE CALL,

Philadelphia's

Leading Afternoon Daily.

ROBERT S. DAVIS, Proprietor.

CIRCULATION: DAILY, 60,000. WEEKLY, 23,000.

RATES: Display advertisements—Daily edition—single insertion, 15 cents per agate line; six months (150 insertions), 10 cents per line; one year (312 insertions), 8 cents per line. Reading notices, 25 cents to $1 00 per line, according to page. Weekly edition—single insertion, 15 cents per line; one year, 10 cents per line. Reading notices, same price as in daily edition.

THE CALL is the cheapest paper in the United States for its circulation.

NEW YORK OFFICE:
150 Nassau Street.

S. S. VREELAND, Manager

IF YOU ARE THINKING OF

ADVERTISING IN ENGLAND,

we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

Smith's Advertising Agency,

132 FLEET STREET, E. C.,

LONDON, ENG.

"SUCCESSFUL ADVERTISING" (*11th Edition*) *is the best guide to British advertising.*

Sent prepaid for 50 cents.

AN HONEST TALE.

No advertisement charged for unless an average paid circulation of 30,000 is proven on

L'ART DE LA MODE,

which, at the low rate asked for its space, pays nearly every patron.

The large September number closes promptly July 15th. Rates, etc., on application.

ADVERTISING DEPARTMENT,
51 Tribune Building, New York.

FOR ENGLISH ADVERTISING.

Quotations made and sample papers on file for inspection.

Orders for English papers placed at once. Special Agency for London "Graphic" and "Great Thoughts."

Call or address

F. W. NOSTRAND,
51 Tribune Building, New York.

BRANCH OFFICE IN LONDON.

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OUR BAR HARBOR LETTER.

HOT WAVE NOT YET REACHED US—SECRETARY BLAINE SHOWING A DECIDED IMPROVEMENT.

DEAR PERKINS:

I suppose the pulse of the advertising world is beating very moderately now and you fellers are not displaying a great deal of *Art in Advertising*—soliciting—but now *you* are fixed so that you can *take* "*Comfort*" most anywhere, and especially in New York City, at 23 Park Row. Well, I hope you may have the best of luck wherever you happen to be with our Two-year-old in your pocket. "*Comfort*" has certainly been a lucky strike, and as you saw, when in Augusta, its subscription list is being added to so rapidly, that it keeps right on in being lucky. The greatest streak it has struck, however, was when our extremely jealous contemporary, who is blowing so much *Million-Air* about, called it the *Gutter Snipe*. By the way, they write me from home that our thirty-foot two-story addition to our hundred-foot building is now ready for use, and the foundation to our new five-story 50x70 building is about ready for the brick-layers to start in to build on, so we can handle *any* amount of business this Fall, and our Mammoth Press is turning out from 50,000 to 100,000, *in excess* of our 500,000 guarantee, right through this hot *dull season*, and we are proving this each month by fac-simile Post Office receipts sent to all general advertisers. Wonder how long before the big fellow, who throws mud and calls names, will do this. I notice he got out a "Trade-Mark" shortly after "Comfort" did, after being twenty years in the business without one. Was glad to know that *one man* had made money advertising in the Lists, even if he did live at the North Pole. Funny, but not two weeks after you were appointed New York Agent for "Comfort," someone else suddenly concluded they would have a New York representative too, and they have got a good one.

It pleases me to know, however, that "Comfort" has now obtained the lead; for two years is a short time in which to accomplish so much. I copy from a letter just sent me the following, which shows the lead also, in another way. An advertiser writes that he has used *all* the Big Monthlies and Lists, and inserts a different box number for each list or paper. He says: "Comfort" shows up in big shape *every mail*, and he would *like to make a contract with all Lists or Monthlies—reading—pay the same rate per answer received that it costs in "Comfort."* So you see, "Comfort" is getting to be the *standard* or gauge of measurement in the mail order line, and why shouldn't it when 154, one dollar orders, can be secured, by its half million circulation, and only 200 were secured with the same ad. in a List *with a million* circulation. The only way to account for it is "Comfort" is fresh, bright and new, and goes but *one paper* to a home, while the *great Lists might* very largely go the *whole ten* right into one family; so in this case an advertiser would really only secure *one-tenth* of the advertised circulation.

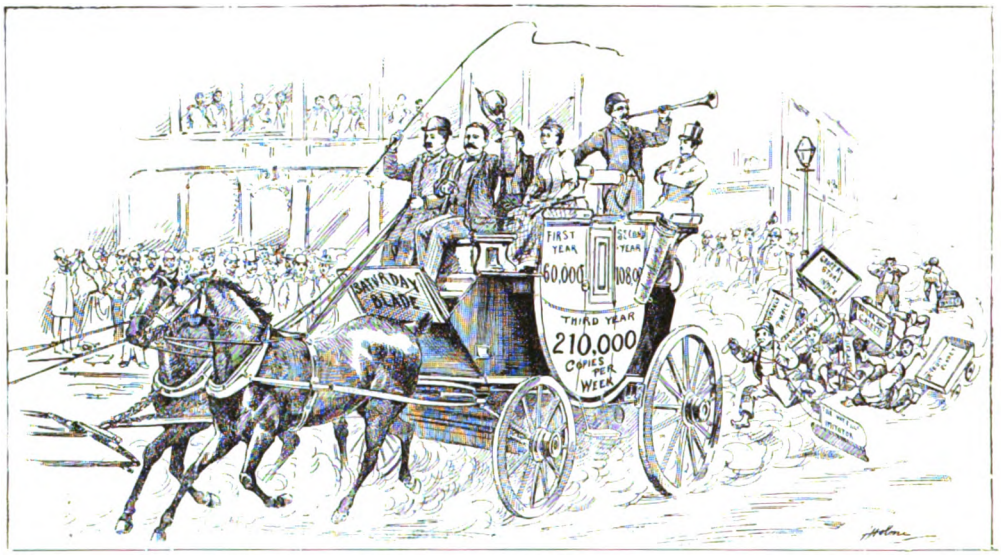
I trust you will impress upon advertisers the desirability of securing yearly space before October, when our rates advance from $2.50 to $4.00 per line, for they can secure the *same snap* that the *wise ones* took advantage of last September, when rates jumped from $1.50 to $2.50 per line. If a person looks ahead on this, you see, it gives him a great pull, for we are *sure* of a million before the year is out. As you remember, one year ago it was 200,000, now it exceeds 500,000, and increasing every issue. We *positively* do not cut or break rates after once fixed, and you must be firm on this point, as we have refused lots and lots of good business. Three orders lately, amounting to $150.00, $325.00, and $825.00. Each separate order I remember of because figured slightly under our $2.50 rate. We will not accept one particle of business under price, and as I told you, some of that business that we have been taking on yearly contract without discounts we do not accept now under any consideration.

This is a very broad and growing country, and there is room for all; thus I wish you, as well as everyone else in the advertising field, the greatest success.

Very truly,

W. H. GANNETT.

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OFFICE OF C. I. HOOD & CO., APOTHECARIES, Sole Proprietors of
HOOD'S SARSAPARILLA, HOOD'S TOOTH POWDER, HOOD'S OLIVE OINTMENT, HOOD'S VEGETABLE PILLS.
Mr. W. D. Boyce, SATURDAY BLADE, *Chicago, Ill.* LOWELL, MASS., May 29, 1891.

DEAR SIR—In March, we inserted in the BLADE and LEDGER two notices, two insertions each, stating that a book telling "HOW TO MAKE GOOD BREAD" would be mailed upon application.

It may be of interest to you to know the result of the insertion of these notices. Eleven hundred and eighty ***(1180)*** persons have applied for the books. The replies were from good towns, in all sections of the country, New England and the Pacific Coast being well represented. As over ten per cent of the requests have been received since the middle of April, from one to two months since the notices were inserted, it shows that your papers are retained and referred to, by your readers, after the week for which they are issued.

Our record shows that about two-thirds of the letters came from the readers of the BLADE and one-third from the readers of the LEDGER.

Trusting that the "Proved Circulation" of these papers may constantly increase, we are,

Very truly yours, C. I. HOOD & CO., per W. EVERETT.

THE OWEN ELECTRIC BELT AND APPLIANCE CO., Dr. A. W. OWEN, PRESIDENT.
MAIN OFFICE AND ONLY FACTORY, 191–193 STATE ST. NEW YORK OFFICE, 826 BROADWAY, NEW YORK.
Inventors, Manufacturers, Wholesale and Retail Dealers in
ELECTRO GALVANIC BELTS, SPINAL APPLIANCES, TRUSSES, INSOLES AND INHALERS.
W. D. Boyce, 116 & 118 *Dearborn St., City.* CHICAGO, ILL., June 14th, 1891.

DEAR SIR—As a starter on our new advertising contract for 10,000 lines in the SATURDAY BLADE, we enclose copy for next two weeks. Since closing the above we have not made any contracts for so much space with any other paper in the United States. The opportunities have not been lacking, but we have not felt warranted in doing so. This indicates our estimate of the value of the SATURDAY BLADE as an advertising *medium to us*.

When you consider that this contract is commencing immediately upon the expiration of similar contract for 10,000 lines which we used last year, it must be admitted that we ought to know "whereof we speak.'

Yours truly,
THE OWEN ELECTRIC BELT AND APPLIANCE CO., per ERASTUS M. MILES, Advertising Mgr.

WILBER H. MURRAY MANUFACTURING CO.,
MURRAY $55.95 BUGGIES AND MURRAY $5.95 HARNESS.
The SATURDAY BLADE, *Chicago, Ill.* CINCINNATI, OHIO, June 6th, 1891.

GENTS—We take pleasure in being able to express our entire satisfaction from the advertising placed in the BLADE.

When we gave you our contract, we did so with the privilege of discontinuing, if it did not pay; as we have used up all of our space, and more too, proves conclusively we know a good thing when we see it.

Will forward you more copy shortly. Yours respectfully,
WILBER H. MURRAY MANUFACTURING CO., per W. H. MURRAY, President.

TALK ABOUT SUMMER BUSINESS.

The SATURDAY BLADE for June 27th—the Mid-summer issue—contains **MORE ADVERTISING** than any other issue of the BLADE for **ONE YEAR PAST.**

THE SATURDAY BLADE, THE CHICAGO LEDGER.

350,000 Copies Weekly (from June 15th, 1891, to June 15th, 1892).

BLADE, $1.00 per line—LEDGER, 50 cents—Both together, $1.25.

APPLY TO ANY AGENCY OR **W. D. BOYCE, Publisher, Chicago, Ill.**

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Philadelphia's Greatest Paper.

THE RECORD.

Lowest advertising rate in proportion to circulation, hence the most profitable local medium.

THE RECORD has a larger circulation than any other journal in Philadelphia. During the fifteen days up to June 24th, when this issue of *Art in Advertising* closed, its daily editions have been as follows:

WEDNESDAY, June 10	134,122
THURSDAY, June 11	134,207
FRIDAY, June 12	134,114
SATURDAY, June 13	139,318
SUNDAY, June 14	96,481
MONDAY, June 15	134,769
TUESDAY, June 16	134,670
WEDNESDAY, June 17	134,782
THURSDAY, June 18	134,395
FRIDAY, June 19	134,193
SATURDAY, June 20	139,159
SUNDAY, June 21	97,786
MONDAY, June 22	134,978
TUESDAY, June 23	134,960
WEDNESDAY, June 24	135,148

No advertiser can possibly cover the Philadelphia market without using THE RECORD; and, indeed, history proves that none have tried to.

Order through any responsible Advertising Agency or direct. Estimates and further particulars upon application to

THE RECORD,
Philadelphia, Pa.

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The publisher, as heretofore, will gladly throw open to advertising patrons, so desiring, every department connected with the office—including books of record, etc.—and personally afford them all necessary information for the purpose of verifying the claimed circulation.

BUFFALO TIMES,

NORMAN E. MACK, EDITOR AND PUBLISHER, BUFFALO, N. Y.

Statement of the Circulation of THE BUFFALO DAILY AND SUNDAY TIMES, from January 1 to April 30, 1891.

BUFFALO DAILY TIMES.

	January.	February.	March.	April.
1	.....	.....	.....	35,120
2	38,690	33,560	34,890	34,940
3	38,215	33,740	35,140	35,200
4	.....	33,910	35,475	35,910
5	37,110	33,825	35,210	.....
6	37,245	33,640	35,780	34,730
7	36,890	33,850	37,025	35,360
8	36,315	.....	.....	35,040
9	35,900	33,290	37,190	35,560
10	36,120	33,520	38,820	35,820
11	.....	33,735	35,050	35,980
12	34,785	34,100	35,100	.....
13	34,900	34,360	35,925	35,020
14	34,335	34,500	35,245	34,030
15	38,869	.....	.....	35,410
16	34,215	33,700	35,100	35,900
17	34,310	34,060	35,450	36,140
18	.....	34,210	35,735	36,800
19	33,940	34,575	35,010	.....
20	33,845	34,390	35,230	35,860
21	33,765	34,900	35,765	35,310
22	34,100	.....	.....	35,990
23	34,005	34,100	35,310	36,080
24	33,725	34,605	35,025	36,710
25	.....	34,440	35,750	37,280
26	33,700	24,190	35,615	.....
27	34,105	34,745	35,680	35,970
28	34,620	34,965	35,910	37,610
29	34,475	.....	.....	36,140
30	33,900	.....	34,870	36,120
31	34,180	.....	35,315	.....
	911,360	818,390	925,305	930,900

Average Daily Circulation.....35,163

BUFFALO SUNDAY TIMES.

January	4	23,195
"	11	22,460
"	18	22,130
"	25	20,865
February	1	20,000
"	8	20,120
"	15	20,300
"	22	20,250
March	1	20,190
"	8	20,550
"	15	21,080
"	22	20,765
"	29	21,100
April	5	20,940
"	12	21,270
"	19	21,020
"	26	20,940
		357,175

Average Sunday Circulation. 21,010

STATE OF NEW YORK, COUNTY OF ERIE, } ss.
CITY OF BUFFALO, }

M. D. CONDON, being duly sworn, deposes and says, that he is the circulator of the BUFFALO DAILY AND SUNDAY TIMES, and that the above is a true and correct statement of the circulation of said DAILY AND SUNDAY TIMES, for the four months ending April 30, 1891.

M. D. CONDON.

Subscribed and sworn to before me, May 4, 1891.

H. J. WEISENHEIMER,
Notary Public, Erie Co., N. Y.

The average for the past four months, ending April 30, shows a gratifying increase of about 2,000 over the same period for 1890.

A. FRANK RICHARDSON,

317 CHAMBER OF COMMERCE, CHICAGO.

13, 14 and 15 TRIBUNE BUILDING, NEW YORK.

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A TIGHT GRIP.

Not the "Grip" that makes one sick, but the GRIP that makes one laugh and feel happy and prosperous over the gains he has realized by using the TIGHT GRIP the ITEM has on the reading public of Philadelphia and vicinity. The Grip on **One Million** readers is a mighty one, and the

PHILADELPHIA ITEM

has got and will hold that GRIP. Advertisers not only enjoy the ITEM'S large circulation—reaching all classes—but all the conveniences of quickly placing the ITEM before the public; utilizing horse and wagon, electric, steam and horse car, men, women, boys and girls all hurrying here and there with bundles and loads of copies of the ITEM.

The ITEM one out of four Dailies in the U. S. which Rowell rates at over ***150,000.***

ITEM has the largest circulation of any Evening Paper in America.

ITEM does not offer you a pig in a bag, but tells just what you get for your money.

ITEM is read daily by nearly **One Million** people, making it a valuable medium.

ITEM is extensively and profitably used by all the large advertisers in the country.

ITEM is the paper you must use to reach the purchasing people of Philadelphia.

Sworn Circulation:

DAILY
174,419

SUNDAY
174,209

WEEKLY
42,157

THE ITEM HAS THE FACILITIES and uses them. Its press-rooms are equipped with three of the fastest presses ever made, and yet these lightning presses, counting, folding and delivering, will have to be supplemented by the addition of two more fast presses. The public demand the ITEM, and presses have to be got to supply that demand.

Big ONE of the Big 4

The American Newspaper Directory rates but four papers with a circulation of ***150,000*** *and the* ITEM *is the Big ONE of the Big FOUR.*

For Circulation Details and Advertising Rates, address

Sole Agent **S. C. BECKWITH,** Foreign Advertising.

48 Tribune Building, N. Y. **509 The Rookery, Chicago.**

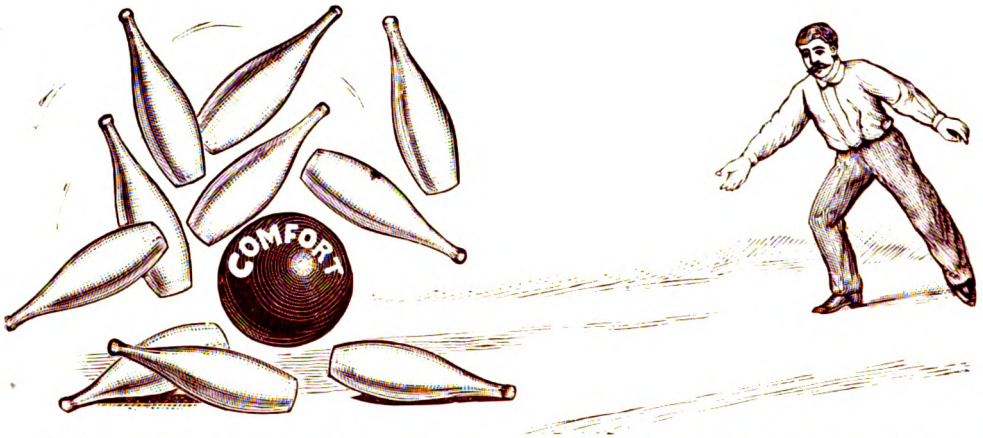
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IN ADVERTISING AS IN BOWLING,

RESULTS

ARE WHAT'S AIMED AT.

We do not generally advocate KNOCK DOWN arguments but COMFORT has made a TEN STRIKE.



We started the Ball a rolling for results and intended it to be a MONEY MAKER for all. When you put your ads in COMFORT, YOU make a TEN STRIKE. You will find COMFORT has a way of getting in its work in the proper place and at the proper time to make it effective, and it seems to have gotten in some *very effective work* of late,

KNOCKING OUT SOME OF THE GREAT BRAGGADOCIO LISTS ON RESULTS.

The secret of COMFORT'S great success is that it goes straight about its business, dispensing *Comfort for all*—the advertiser as well as the subscriber—and discomfort to none, unless they are so foolish as to try and hinder its progress.

But the Truth Must and Will Prevail,

We would be pleased to mail you some fac-simile copies of letters lately received from advertisers who know whereof they speak, also fac-simile P. O. Receipts proving over half a million circulation during each of the past 8 months.

Our customers always stay with us.

A TEN STRIKE every month is too much of a bonanza to lose.

Space at the Agencies or of

THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine.

NEW YORK OFFICE: 23 Park Row,

W. T. PERKINS, Manager.

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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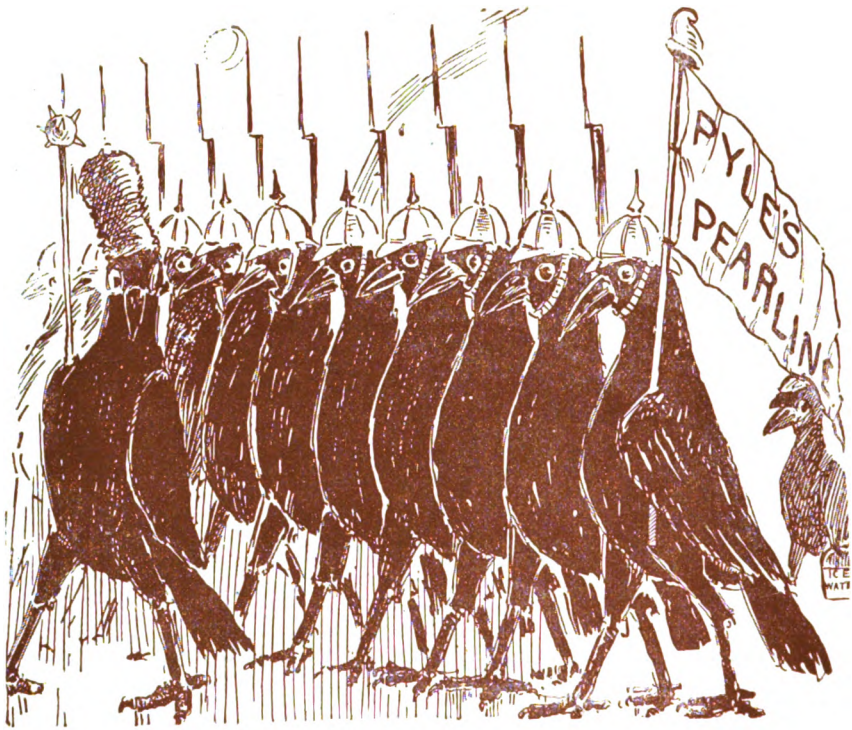
Art in Advertising



"Substitution Evil"

Number.

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DESIGNED BY H. C. BROWN.

Insist on having "Brown's Sketches" and refuse all substitutes!

I SHALL be glad to submit ideas on approval to Advertisers and Publishers on request. No charge unless accepted. I want business, and am willing to take all the necessary trouble to get it.

"Position in life is worth everything," and I want the position at the top of column, next to pure reading matter in my profession, and I am willing to work for it, and don't mind the trouble and expense involved in getting it.

H. C. BROWN,

Advertising Sketches and Photo-Engraving,

80 FIFTH AVENUE, NEW YORK.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

NEW SERIES. AUGUST, 1891. VOL. III. No. 6.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

"STOP THIEF!"

"He who steals my purse steals trash.
'Twas mine, 'tis his and hath been slave to thousands.
But he who robs me of my good name steals that
Which not enriches him and makes me poor indeed."
—SHAKESPEARE.

THE scathing rebuke administered by Mr. A. Frank Richardson, in his remarks before the National Editorial Association during their convention in St. Paul, to the "Just-as-good" men touches an evil from which every great advertiser suffers at present. In Brooklyn there is a firm of druggists who employ a glib-tongued clerk, whose sole duty it is to engage the refractory customer who seems inclined to resist the ordinary blandishments put forth by the ordinary clerk. A quick wink, and the struggling customer is landed in the toils of this brassy mountain of gall, and the situation becomes positively dangerous for the timorous citizen who persists in his refusal to be hoodwinked. Their imitation sarsaparilla is "just as good" as Hood's; their imitation tooth powder is "just as good" as Sozodont; their plasters "just as good" as Allcock's, and so on to the end of the chapter. Their worthless rubbish is unloaded at an enormous profit and the standard article, which created the demand in the first place, is left on the shelf. The amount of business thus lost to the great advertisers is simply enormous.

Now, these local druggists never spend a cent with the publishers, while the whole fabric of newspaperdom would totter but for the support of the advertiser. Mr. Richardson calls upon publishers everywhere to denounce such practice and to do all in their power to warn the public against such unscrupulous dealing, and already leading editorials on the subject have appeared in many of the great journals, and the matter is in a fair way to be thoroughly ventilated. The New York *Tribune*, New York *Times*, *Advertiser*, and *Recorder* print in full the editorials from the St. Paul *Pioneer Press*, Chicago *Tribune*, and Chicago *Herald* discussing Mr. Richardson's remarks. The entire press of the country will doubtless pursue the subject, and the "Just as goods" will soon feel the effect of the agitation.

Mr. Richardson's remarks ought to be in the hands of every publisher, and we regret that a lack of space prevents our giving them in

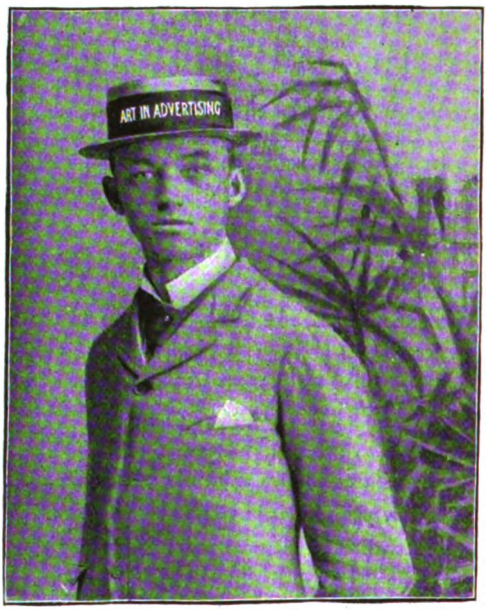
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full. We append, however, the text which relates to the subject under discussion :

"One word more, and I will get back into my shell and close the lids. There is not a day in the week but that some local dealer in some of your towns is selling goods under false representations, and thereby not only defrauding the customer or buyer, but swindling—I use the word swindling advisedly in all its naked deformity—swindling the foreign advertiser whose advertisement you are carrying in your columns, and whose interests I consider it is your duty to protect. I refer to this 'growing habit' of the druggist, grocer, dry-goods merchant, and general dealer in palming off a substitute for the article asked for by the customer. For instance, a customer asks for Hood's Sarsaparilla, Carter's Little Liver Pills, Pears' Soap, Scott's Emulsion, etc.

"He has seen these goods advertised in your paper, which has brought him the customer, telling their virtues and what they will cure and do. They are the very thing he wants ; but here the druggist, grocer, dry-goods merchant, general dealer, etc., gets in his work by the substitute racket ; he tells his purchaser that he hasn't Morgan's Sapolio, Syrup of Figs, Dr. Price's Baking Powder and Extracts, Douglas' Shoes, etc., but he has 'Our Own Make,' 'Non-Secret' or Everett's Sarsaparilla, Good's Little Liver Pills, McKinney's Blacking, Barrett's Soap, Artemas Ward's Sapolio, Hazeltine's Cure, Sandlass' Oil, Fig Syrup, Smith's Discovery, Rose's Baking Powder, Fischer's Extracts, Miller's Shoes, etc., which are just as good, if not better, and the customer, while he wanted 'Hood's,' 'Carter's,' 'Scott's,' and the others mentioned, is, in a manner, overpersuaded against his first intentions to take a good-for-nothing substitute, that has no merit, and cost little or nothing to make ; that he never thought of, never saw advertised, and on which they make a profit of from 10 to 100 per cent more than they would on the scientific, meritorious articles advertised.

"Is not this substitute scheme a robbery of the publisher, an insult to the unwary buyer, as well as a tremendous injury to the advertiser, who is paying you perhaps hundreds of dollars to introduce his specialty or goods in your locality ; and are you not in duty bound to use your utmost endeavors to prevent such petty swindling ? You should, in my opinion, whenever you find dealers resorting to this substitute fraud, expose and denounce them through your editorial columns, thereby protecting your own interest, and that of the subscriber, reader, and advertiser. 'A drop of ink makes millions think.' Read your badge."



GUY BISBEE,

the young man who delivered 500 copies of ART IN ADVERTISING *to the National Editorial Convention of Delegates at St. Paul, July 17th*, 1891.

FOR the purpose of furnishing the publishers with items regarding the substitution evil, the National Editorial Newspaper Association have opened a bureau in the *World* Building, New York.

THERE is a millionaire in Detroit who manufactures imitation proprietary medicines, even to the fac-simile labels. He has grown rich on the product of other men's brains.

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THE SUBSTITUTE EVIL PROBLEM.

It makes a great deal of difference to the public when they purchase an article that has a reputation behind it, and is so meritorious that its use is almost universal—it makes a great deal of difference to them, I say, whether they get the genuine article when they call for it or whether they get one of those "My Owns." The whole gamut of fraud and trickery has been run by the dishonest druggist in his attempts to defraud the manufacturer of a legitimate article. The California Fig Syrup people commenced the sale of their goods by the means of a few circulars. The Syrup is a first-rate thing, and it caught the public's taste, so much so that Mr. Queen's advertising bills are in the neighborhood of $300,000 per annum; but thousands of drug-stores throughout the country say they have not Mr. Queen's Syrup of Figs, but they have Fig Syrup, Fig Syrup Laxative, and all sorts of infernal frauds that "are all my own make," and "I know what is in them." As a matter of fact, in nine cases out of ten the man who makes his own preparations buys them from a firm in Detroit or Decatur, whose business it is to duplicate every standard article, even to the labels on the outside packages. There is always a cut in the price sufficient to afford an excuse for being out of the other, but not enough to account for the difference in the cost of the article manufactured.

It stands to reason that a man who has placed a compound on the market, has built machinery to produce it in the largest quantities conceivable, and who ships it to all parts of the world every day, that his article must be of first-rate quality and the ingredients at all times fresh and clean. He has based his reputation on it, has invested enormous sums of money in it. He knows that if he puts a poor preparation in the field he will be driven to the wall; that the only chance of success lies in the merit of the article alone. He is, therefore, extremely cautious to test his remedy in a thousand ways before placing it on sale. When he has become convinced that he has something which no one else can duplicate, he is justified in striving to create a demand for it. If he had invented something simple in machinery, or some little device in wearing apparel, the law and Government would step in and protect him for seventeen years; but as it is only a proprietary article, he has to fight the battle alone. He is at the mercy of the thousand and one little frauds, who are too small to prosecute individually, but who collectively do irretrievable damage to the public at large by selling unspeakable concoctions in place of the genuine and legitimate article, for the sake of a few cents' extra profit thereby earned.

The public should be warned to avoid these "substituting" druggists; not only should they go elsewhere for advertised articles, but should take their entire trade there, too. If a man will lie and steal for a small thing, he will lie and steal for large; but of all things beware of the man who makes his own medicine; who has something just as good, or seeks in any way to impose upon you a worthless compound that is made in place of the standard and legitimate article.

H. C. B.

The exposure of the substitution swindle is the greatest thing for the public, for the publisher, for the advertising agencies, and for the advertiser. It ought to be prosecuted.

Do not spare the substitution swindler. Let every publisher say something about him every day. The great harm done the public by imitators is greater than the harm done the advertiser. Health is of more consequence than dollars. Help the advertiser, and heaven will help you.

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TRADE JOURNALS, ALLEGED AND LEGITIMATE.

By W. C. Edgar, of the Northwestern Miller.

(*Continued from the June Number.*)

THE junk-shop journal also has its uses. It trades its advertising space for bicycles, machinery, old iron, patent medicine, assessment insurance, and tin roofing. It is really a trade journal in the fullest acceptance of the term. In some lines of trade half-caste advertisers, short on cash and long on machines, will willingly swap the latter for space. The purveyor of the space usually sells the machine for what it will bring, which would make a very lovely competition for the original manufacturer if he had any respect for the product of his own plant, which he usually has not. Strange to say the junk-shop trade journal finds many victims even among some fairly good manufacturers.

It is strange that trade journals are so fond of announcing that they are "devoted" to this, that, or the other industry. Many of these "devoted" publications will betray their readers for a page of advertising to the most rascally of manufacturers—yes, and give him some personal puffery besides. All the "devoted" trade journals are particular to refer to the editors of contemporary sheets as "brothers," and sign themselves "Fraternally yours." They will take a patent medicine advertisement from a second-rate advertising agent at half the rates charged their legitimate customers (if they may be said to have any), put it on editorial page, run it upside down, give editorial notice, take half out in trade, and wait six months for their money. These are invariably the "journalists" of the trade papers, and rather than pay their way on a train they would walk the entire distance.

In the rate books of the average advertising agent, however, you will find the publisher of the trade journal of the mongrel order, to which I have referred, fairly revelling. Here he shines in his fullest glory, for the advertising agent takes his word or his sworn statement, both equally valuable, as to his circulation, and thus gives him a chance to do himself long-denied justice. I happen to know about how many members there are in a certain industry of which I have some slight knowledge. In looking at the circulation ratings in a well-known list I discovered to my amusement that several of the poorest trade journals "devoted" to that especial industry claimed a circulation far in excess of the number of people in the country who were engaged in the trade they claimed to represent. If they had issued the number of papers claimed there was no way short of duplication by which they could possibly have distributed the edition. Such is "trade journalism" as interpreted by the "Fraternally yours," the "trade journalist," the publisher of the paper which is "devoted to."

It takes but small capital to start a trade journal of the kind above referred to, hence the large preponderance of this class is easily accounted for. Beside this, the idea of trade journals is comparatively new, and at first the sole object of the publisher was simply to furnish a medium between the advertiser and his customer.

Conditions are rapidly changing, however, and trade journals which still remain under the sole control of their advertisers are falling to the rear. The advertiser, at least the special advertiser who desires to reach a certain trade, is beginning to discriminate. He is learning that the journal which exists solely to please him may not be equally acceptable to the people he wants to reach. He is finding out that the trade he is anxious to gain the ear of does not care to read weekly or monthly descriptions of his machinery, nor does it yearn continually for glowing descriptions of his personal character and appearance.

The advertiser may like to see himself in print, but even the most rabid hunter after free "write ups" is after all most anxious to make customers, and since he has found out that gratuitously circulated papers, filled with

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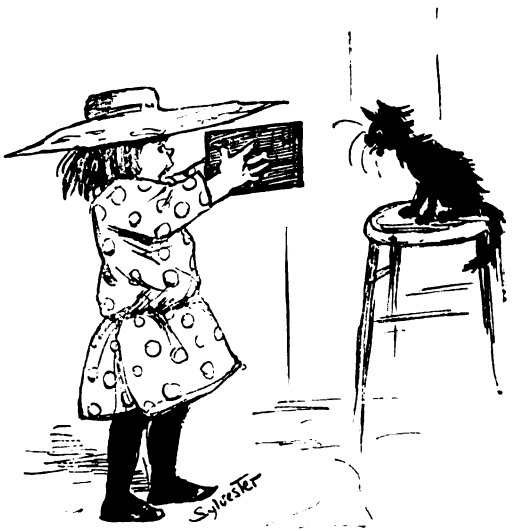
nauseating personal puffs of advertisers alternating with tedious descriptions of machinery and dry lists of sales, are invariably consigned to the waste-basket unread. he is beginning to look further afield, and is gradually becoming educated to expect and demand a higher and more manly type of trade literature.

The above refers to the special advertiser. The general advertiser does not discriminate. The name and alleged circulation is enough. If the rate be sufficiently low he seeks no further. Trade journals and the general advertiser, however, have but little in common. The latter will rarely pay the rates demanded and obtained by a really first-class trade publication.

Between the type above referred to and the legitimate trade journal a wide gulf is fixed. About one out of every fifteen is legitimate, representing a certain class and carefully and conscientiously conserving the interest of its readers. Esteemed for the truthfulness of its news and the sincerity of its purpose, such a paper finds a genuine welcome from the trade it represents, and when conducted with energy and moderate ability almost invariably proves successful. There are a number of such in the United States, but it requires some knowledge of the interests they represent to pick them out from the great army of mere advertising sheets. As Cap'n Cuttle would say, "When found make a note on 'em," for they are factors in the development of commerce; they mean something, and are accomplishing a destiny. Such journals are no more influenced by their advertisers as to what they shall say than the *Century* or *Scribner's;* have a *bona fide* subscription list (paid, not owed), a rate for advertising fixed and undeviating, and in proportion to their circulation have more readers and exert more influence, I venture to say, than any daily paper in America.



that while I could scratch your back, the length of me arms prevents me scratching me own.



SNAPS BY THE OFFICE KODAK.

IN LUCK.

Jones: Been fishing?

Brown: Yes.

Jones: Catch anything?

Brown: Yes, my train.

WASTED.

Bridget (proudly): Me mistress has been presinted at coort, Mrs. McFlab.

Mrs. McFlab: Ye don't mane it! Phat was the charge?

AT A SAFE DISTANCE.

Man: Why didn't you follow some trade?

Tramp: I did, sorr, but I niver caught up wid it.

NOT WANTED.

Farmer (to amateur photographer): I s'pose you can take most anything with that machine o' yourn?

A. P.: Yep.

Farmer: Well, I want you to take the next train to the city, an' if I ketch you on my land agin I'll fill you with buckshot.

"WHERE are you going, my pretty maid?"
"I'm going a chestnuting, sir," she said.
"I'll join you at once, if I may, pretty maid,
I'm a writer of jokes for the press," he said.

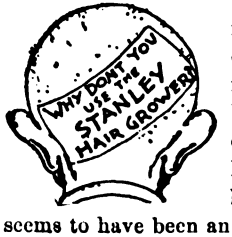
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A STRIKING example of the value of advertising — I believe this is the correct phrase—came to my notice a day or two ago. A friend of mine wished to buy a bird and cage for his youngster. He went to the bird store and asked first of all for a Hendrix bird-cage. "For the life of me," he said, in telling about it, "I couldn't tell why I wanted a Hendrix cage, except perhaps that it was the only one I ever heard of. The dealer said he had no Hendrix cages, but that he sold others which were "as good." This remark convinced me that he was trying to swindle me. The next place I went to I found a Hendrix cage, which I bought with a little yellow canary inside. The cage was better than the bird." Moral: Insure in the . . . or rather, why doesn't somebody advertise a fine brand of three-ply song canary birds?

* * *



IT is very refreshing again to see one of those old-time Bill Nye-ish sort of advertising cuts. If one can't admire their art, one can at least agree as to their effectiveness. Mr. Stanley is to be congratulated; travel in Africa seems to have been an inspiration to him.

* * *

IT is good to see some of our esteemed contemporaries saying unpleasant things of publishers' advertisements—they are deserved. Of all the people who spend money on advertising, I believe the publishers represent most perfectly the long-legged bird who buries his head in the sand. Take the current numbers of the magazines and look at the advertising pages, the most unattractive are the pages devoted to book announcements. Nobody goes to a magazine saying to himself, "I'll look at the advertising pages and select a good novel," any more than he would say, "I'll look at the advertisements and select a good soap." It is his seeing the advertisement that does the business. Houghton, Mifflin & Co., who are among the cleverest people in the business, thus advertise F. Hopkinson Smith's new book in *Harper's Magazine* at a dollar a line or so:

Colonel Carter of Cartersville.

By F. HOPKINSON SMITH. With Illustrations. $1.25.

Colonel Carter is a fine specimen of one type of the Virginia gentleman of the passing generation. A delightful story, admirably told and illustrated.

* * *

Now who in the mischief cares for a story because it tells of "a fine specimen of one type of the Virginia gentleman"? Not one in a hundred thousand. If John Wanamaker was advertising the same thing he would tell the people what they wanted to know probably something like this:

"You have perhaps never heard Hopkinson Smith tell his stories of 'Colonel Carter of Cartersville,' but perhaps you have heard about them; rattling tales of an entertaining Southern gentleman, as original a character as human brain ever invented. We offer you the next thing to hearing the stories in person, you can find a big pile of 'Hop' Smith's

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book, at $1.12, third floor, way back, etc., etc."

* * *

PERHAPS Mr. Houghton's way is best, but Mr. Wanamaker gets there more suddenly and positively. Perhaps also there might be a judicious cross between the two, which would have the virtues of both and the faults of neither. Anyhow, book advertising is a long way behind soap, and it ought to be a thousand years ahead.

* * *

IT may not be good taste to criticise contemporaries, but the following head-lines, republished by the New York *World* from Western journals, are about the rankest specimens of journalism I ever met. Both are from papers with great circulations and reputations. John R. McLean's journal, the Cincinnati *Enquirer*, thus epitomized the fate of the men executed by electricity at Sing Sing last month :

DEAD EASY.

THE WAY THEY WENT OFF.

SLOCUM, THE BASEBALL PLAYER, FIRST AT THE BAT.

HE STRIKES OUT, AND IS AT ONCE RELEASED.

SMILER AND HIS TAMBOURINE THEN SENT BELOW.

A BLACK FLAG ANNOUNCES THE DEPARTURE OF WOOD,

WHILE THE JAP AND HIS WHISKERS GET THE LAST SHOCK.

THE FOUR HEROES NOW HAVING A RED-HOT TIME

IN THAT BURN FROM WHICH NO MURDERER RETURNS.

SO FAR AS IS KNOWN THE GENTLEMEN ALL ENJOYED PAINLESS DEATHS,

ALTHOUGH IT IS SUPPOSED THEY WERE QUITE SHOCKED AT FIRST.

THEIR EXPERIENCE WITH THE ELECTRIC ROUTE FAR DIFFERENT FROM THAT OF MR. KEMMLER, THE ORIGINAL.

The Cincinnati *Commercial*, controlled by Murat Halstead, was milder, but not less offensive :

DOWN THEIR DAMNED SPINES

LEAPS THE LURID LIGHTNING'S EARTHLY PEER, BURNING OUT FOUR MURDERERS' HEARTS.

* * *

EVERY boy who aspires to be a newspaper man, and more especially a night editor, which, I believe, is the highest flight of boyish fancy next to being a popular engine-driver, should read the story in the last issue of the *Century* entitled "Mr. Cutting, the Night Editor." Having made this tale his own, he will know more about the subject than the oldest newspaper man. I have been about among newspaper men most of my life, but I have never yet met a Cutting, and so, forsooth, my twenty years of knocking around have gone for nothing.

* * *

I WANT to apologize to a gentleman who runs the Binghamton Wagon Co. for not replying to his six pages of nice typewriting, which I found buried under the dust on my desk. I have read the sample letters addressed to me with care ; they are interesting, and ought to sell carriages. The best testimonial I can offer is, that if I were a swell, and had anything larger than a yellow tom-cat to pull a carriage, I'd get one of his.

* * *

I AM glad to hear that my old friend, E. W. Bok, has come into his kingdom in the shape of the vice-presidency of the Curtis Publishing Co. I remember him when he was making pot-hooks for Scribner for a limited number of dollars per week, but I suppose it is fortunate for the Scribners that he changed—if he had stayed he would probably have owned the business by this time, beside the building and the white marble horse block on the front sidewalk.



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MR. A. FRANK RICHARDSON AND THE "SUBSTITUTION EVIL."

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THE ADVANTAGES OF ISSUING A NEWSPAPER IN THE INTERESTS OF ONE'S OWN BUSINESS.

By E. D. Gibbs.



THE editor of ART IN ADVERTISING has asked me to write an article on the advantages of publishing a paper in the interests of one's own business. Possibly he imagined I might write intelligently upon this subject because I edit such an advertising sheet.

The subject of issuing these advertising publications has been much discussed for many years. Newspaper men, as a rule, frown on these enterprises, oftentimes without inquiring into the merits of the paper in question. They do this, of course, because they are disposed to divert the flow of the "coin of the realm" into a channel that will empty into their own coffers. Once in a great while, however, a newspaper man may be found who is honest enough to criticise with an unbiassed feeling these journals. But even these honest editors, while forced to admit that the papers in question possess a high degree of literary merit, and look on the face of them as though they *may be* valuable advertising mediums, don't come out boldly and say: "This is the proper thing."

That this form of advertising pays in many instances is an acknowledged fact. That it pays better than appropriating the same amount of money on what newspaper men are pleased to call "legitimate newspaper advertising" has not always been proven.

The question is: When is this form of value?

In my opinion the answer to this question depends in a great measure, if not almost entirely, upon the nature of the business and the character of the goods or article to be advertised.

As I am speaking from experience, I beg to cite the example that has come under my own observation, and with which I am directly connected.

I am advertising probably one of the most peculiar articles of the many that are the outgrowth of Yankee ingenuity, an article that has taken years of the hardest kind of hard work to educate the public to the use of—a thing that only a few years ago was laughed at, derided, hooted down, fought against, but which is acknowledged to-day to be one of the most useful and necessary articles that has ever been brought to the attention of a retailer.

The article in question is the National Cash Register.

When this was first brought to the notice of the public, the employés who saw it insinuating its way into the many retail stores throughout the country conceived the idea that it was a check upon dishonesty. This served to create a feeling of prejudice against the machine, and this same feeling, instead of decreasing, increased to an alarming extent, solely because this erroneous impression was spread by newspapers and by word of mouth from one end of the country to the other.

To counteract this decidedly erroneous impression, and one which, if it had been allowed to spread, would have resulted in killing off almost entirely the sale of these machines, some means had to be devised.

To advertise the Cash Register in the newspapers was out of the question, because the majority of the business public did not fully understand the character or nature of the article, and as it would require an advertisement of considerable length to explain clearly and fully the scope and the use of the machine, it would have involved an outlay of an amount of money which would have been simply ruinous.

The space required for this purpose to do it right would have cost a thousand times more than any sensible man would care to invest.

What then could be used?

A regularly issued journal, bright, sparkling, entertaining, of sufficient size to admit of fully explaining all the necessary points in it, seemed the only solution to the question.

The company, therefore, established and issued from their own office a single sheet called the *Out Put*.

This was received at first with sneers, and the

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majority of them found their way into the waste-basket.

The persistency with which they were sent out, however, and the originality of their contents caused them to be read more and more. Business grew, and the little advertising sheet grew with it, and the name being one that was somewhat unsatisfactory, it received the more expressive and appropriate title of *The Hustler*.

It was now a four-page paper, handsomely illustrated, with the finest and most expensive cuts that could be obtained, and in addition to giving information on the use of cash registers, it published the names of the purchasers for the previous month.

To-day it is a six-page paper, brimful of all that pertains to the register system, publishing in addition to the above the business and address of all the purchasers during the month previous, and having from thirty to fifty testimonials in each issue.

The paper is sent free of charge to a select list of 300,000 retailers who *could use* a register.

It does not circulate among the public in general, but only to storekeepers who are in a business where the registers could be appropriately used.

What has been the outcome of this?

Our business has increased from a production of one register a week to over three hundred a week.

Do we attribute this increase to our paper? Yes, in a very large degree. We have proved time and time again that our agents make sales a thousand times quicker where *The Hustler* has been received than they do in stores where it is not known.

"Oh, yes," some of our newspaper friends may say, "of course they do. But how much more would your sales increase were you to spend that amount in newspaper advertising?"

In answer to this we would say that in our opinion (which, of course, may be a wrong one) our sales would not be one third what they are at present.

The newspapers, to be sure, reach nearly everybody, but *our* paper reaches the parties only who are in need of such an article. As the field increases we increase the names on our list so as to constantly pave the way for our agents.

And, mind you, this advertising is done systematically, persistently, and, we flatter ourselves, in the proper manner. The very peculiarity of our article, the difficulties there would be in properly advertising it in the newspapers, seems to us to be an almost insurmountable barrier in that direction.

The cost of issuing *The Hustler* is naturally very great. We are obliged to mail it under penny postage, and that item alone means an expenditure of $3000 a month.

The total cost of the paper monthly averages $5000. Expensive, to be sure. But then look at the returns! An average daily sale of fifty registers. Not all, of course, sold through the influence of this paper, but it has certainly *helped* sell them.

Would newspaper advertising sell more? We would like to be enlightened on this subject. Typewriters every one understands the use of. Soap is a universal necessity. Sarsaparilla has been poured down the throats of thousands; but cash registers must be explained *time and time again*. The system must be made thoroughly clear; and how can all this be done in the columns of the newspapers—that is, to confine the advertisement to moderate space? Will $60,000 a year produce greater returns if spent in newspaper advertising? A gentleman at the head of one of the largest—if not *the* largest—advertising agencies in the country told me a few weeks ago that, in his opinion, *The Hustler* could not be improved as an advertising medium for our business, and that to discontinue it would be suicidal.

That we may be mistaken in our judgment we are willing to believe. If any one can show us that we are taking the wrong course, it will be a good chance to turn this channel in the direction of newspaper advertising columns.

This, Mr. Editor, illustrates my experience with an advertising paper for your own use. I think, as I said before, that all depends upon the character of the article. If I were advertising an article that is familiar to every one, I would not attempt issuing a paper for the purpose of constantly bringing it before the atten-

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tion of the public. I think the newspapers are the legitimate field for such advertising, and I believe that the paper that I have the pleasure of editing is the legitimate thing for our own business. I think, however, that in a great measure a publication of this nature would be a useful adjunct to newspaper advertising. I would not, though, advise the sole use of such a publication, and the discontinuance of advertising in the newspapers.

MEN WE KNOW.

I UNDERSTAND that young Humphrey, of Boston, is in a position to be congratulated. That stove business last year came near relegating him to the realm of Hasbeens, but Georgia and Alabama came to the rescue, and now Humphrey is shouting for the solid South right under the shadow of Bunker Hill and the statue of William Loyd Garrison.

Mr. Julius Ehrmann is a new face to the solicitor of advertising, and since his advent into the New York market has extended his acquaintance with the many schemes and hair-brained devices daily brought to the notice of men who are known to be looking for a good thing.

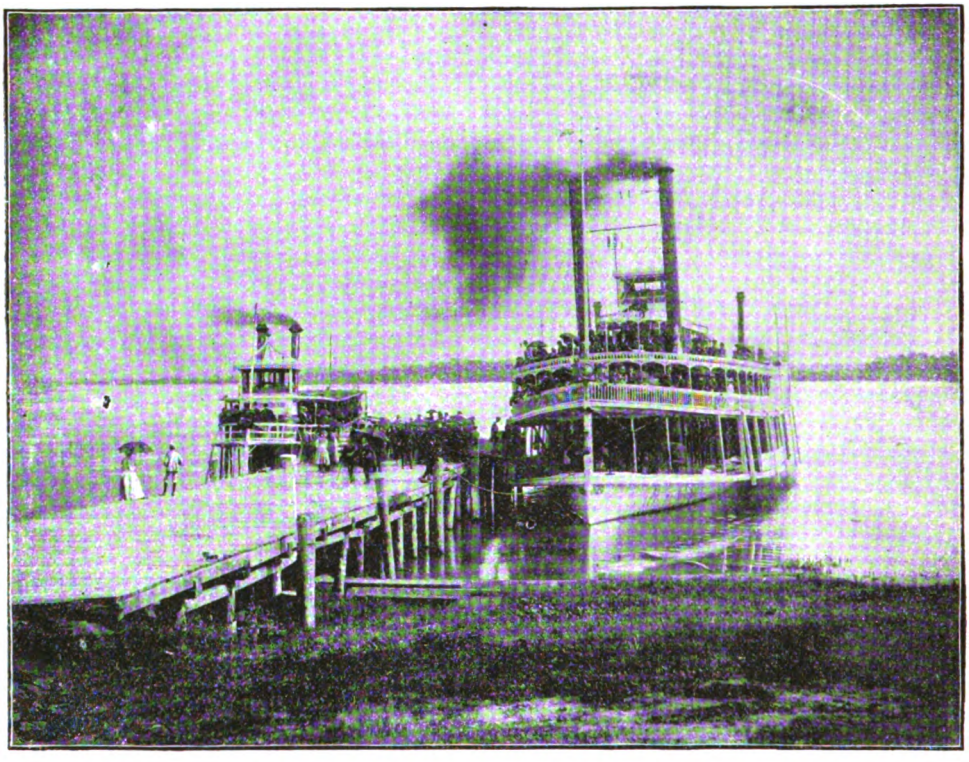
He is a pleasant man to meet, and has introduced a new smoking tobacco to the pipe-smokers of the town. This English habit of pipe-smoking is evidently on the increase, and I think before long all the bloods will smoke their meerschaums in the street, same as they do in Lunnon y' know.

Mr. Ehrmann is a young man of athletic build and has a son—a little son—who knows more than all the rest of the advertising world together. Some day, when young Master Ehrmann comes to the front, we may all be prepared to hustle.



NATIONAL EDITORIAL ASSOCIATION AT HOTEL LAFAYETTE LAKE MINNETONKA JULY 17 1891.

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NATIONAL EDITORIAL ASSOCIATION ON LAKE MINNETONKA, JULY 17, 1891.

EDWARD CHARLES ALLEN.

THE last time I saw Mr. Allen was the day before he sailed for Europe. His appearance when he entered my office was that of a man who enjoyed the most perfect health, and I jokingly asked him if he was going abroad to recuperate. But the race is not always to the swift nor the battle to the strong, and the telegram before me conveying the intelligence of his sudden taking off comes like a thunderbolt.

I was deeply impressed with the man's personality. Few men brought to bear greater individuality in their business than did Mr. Edward Charles Allen. Years ago, when *Puck* published a series of articles on towns, Augusta was credited with being famous chiefly as the residence of Mr. J. G. Blaine and Mr. E. C. Allen. And that about sums up the situation. At the time of his death he was the largest individual tax-payer in his town, though he commenced life as a poor farmer boy.

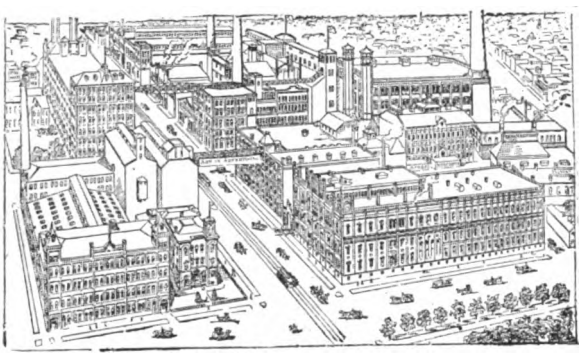
This sudden death, coming as it has with awful swiftness, recalls the ending of his most trusted lieutenant, Mr. I. M. True, a man of extraordinary executive ability. The exact manner of his death was never known; his body was found on the shores of a lake in the Maine woods, and an upturned boat told the tale. He left a young family, who found in Mr. Allen a generous protector. Mr. True's interest was allowed to remain.

Mr. Allen never married. His enormous physical strength enabled him to toil far into

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the night and to accomplish more than usually falls to the lot of most men. Whatever distinction has been gained by Augusta as a publishing centre is due to his efforts. His present enormous business has for years been managed by Mr. Whitney at the home office and by Mr. McClellan on the road. It will suffer no interruption H. C. B.

PARDON us if we get off a chestnut, but if we were going to issue a picture of our new office, 80 Fifth Avenue, we should publish something like this, with an apology to the Pabst Brewing Co.: By the aid of a powerful magnifying glass our sign may be discovered on the Bridge of Sighs, immediately in the centre of the illustration. The editor's office is directly at the end of this bridge to the right, near the two large chimneys. As we do not want to give our poet contributors the idea that we keep a private crematory, it is proper to say that these are not really chimneys, but ventilating shafts, within which large electric-motor fans run night and day, so that the editorial force and Mr. Fulkerson may be kept fresh and bright.



"FOR HE HIMSELF HAS SAID IT."

MR. HERBERT BOOTH KING, head of the leading newspaper advertising agency in America, is now at the Hôtel Métropole, and would be pleased to meet on appointment manufacturers and others who are thinking of introducing or popularizing their goods in the United States. It will cost nothing to talk the matter over with him, and, through his large connection and experience, he will be able to offer valuable information and suggestions. Copies of circulars and Mr. King's special New York Monthly of Advertising mailed free.—*Advertisement in the London Standard.*

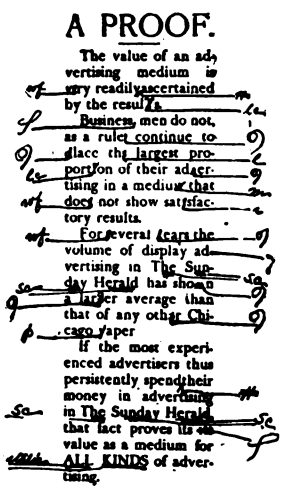
SOME THINGS WELL DONE.

IT IS SUGGESTED THAT READERS INTERESTED IN ANY ADVERTISEMENT REFERRED TO HERE SHOULD SEND FOR COPIES TO THE ADDRESS GIVEN. WE ARE ALWAYS PREPARED TO NOTICE AND COMMEND A GOOD THING.

THE MICHIGAN STOVE CO., with a large number of addresses, sends us a peck of advertising leaflets, of which the best, we think, is the circular asking dealers to buy a metal sign of the Garland stove for $11. All the matter is full of stove hustling, and though we don't know much of this business, we should say it is well concocted.

THE BINGHAMTON WAGON CO., Binghamton, N. Y. We can only advise our readers to send to the makers for their Fourth of July advertisement. If you have children, the article will be found worth a small farm.

WEEKS & CAMPBELL CO., 206 Church Street, N. Y., send us some clever celluloid novelties; the designs are good.



E. S. BABCOCK, Coronado Beach, Cal. We have received from this gentleman, who, so far as we know, has nothing against us, a pamphlet on his Hotel Coronado, which gives us many pangs of keen and lasting regret. We

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have read the booklet all through. It is a good thing to read if you have time and money. But if you are disgustingly healthy, with a monthly journal on your hands, don't send for it.

E. A. WHEATLY, THE P. SHOENHOFEN BREWING CO., Chicago, Ill., sends us the best lot of printed matter we have seen from a brewing establishment.

ELLIOT TELEPHONE CO., Moorsville, Ind. A pamphlet giving in an interesting way the points of interest about this clever instrument.

A NEW CLASSIC.

MR. POWERS originated the Wanamaker style of advertising; Mr. Ward originated the Sapolio sort; Mr. J. D. Hall, of some town in the distant West, has originated a biblical kind, which probably both Dr. Briggs and President Patton would agree upon.

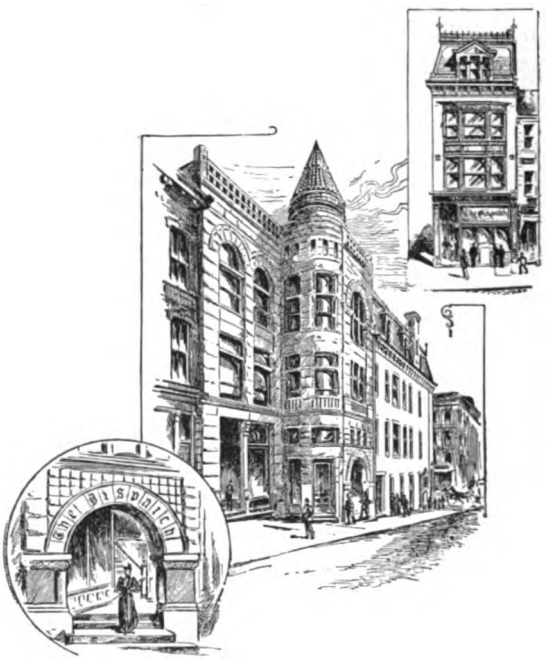
The copy of it given herewith, with the illustration of Eve representing her as a black woman, starts a new and suggestive theory:

"If there had only been a high-class dry-goods store in the garden of Eden, what a lot of trouble and awkward happenings would have been avoided!



"If, for instance, Eve had been able to fill up her spare time sampling dress patterns and matching shades of ribbon, the chances are that she never would have developed that unfortunate fondness for apples—Adam would never, in consequence, have had to resort to the toilsome and precarious occupation of a market gardener—Cain would not have gone gunning, with a club, for his brother Abel, and Noah would not have been compelled to resort to ship-building in his old age.

ALL THIS TROUBLE THROUGH EATING AN APPLE!"



THE *Pittsburg Dispatch* sends the accompanying cut, which we presume belongs to the advertising pages. We have waited for copy in vain, and as it is such a good-looking engraving, with such a very nice type-writer girl in the foreground, we print it without any charge.

OUR BOOK TABLE.

WE have been looking over the bound copies of Volumes I. and II. of ART IN ADVERTISING, a paper published in New York on coated paper and an original cover every month in the year. We fear that we have never appreciated the real value and entertainment to be secured from this handsome volume, and we are afraid we never shall unless the demand for the book (260 pages, bound in cloth, price $2.00) is much larger than at present.

"DID you hear about Slackson and Gumper? They no longer smile as they pass by."

"Why, what's the trouble?"

"Nothing so very much, but they have both sworn off."

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COMMUNICATION.

West End Hotel,
Bar Harbor, Me.

July 18, 1891.

ART IN ADVERTISING CO.

GENTLEMEN: We have read with interest Mr. Allen's communication in your last issue.

It is hardly necessary to deny Mr. Allen's allegation of fraud. We are anxious, however, to demonstrate *Comfort's* real merit as an advertising medium, and invite a comparative test for that purpose.

Yours truly,
W. H. GANNETT.

ST. HELEN'S, LANCASHIRE, ENG., June 26, 1891.

MESSRS. THE ART IN ADVERTISING CO., Frankfort Street, New York.

DEAR SIRS: I have just been looking through your Easter number, and I think it a pity that you should have given circulation to the article by F. C. Higgins, taken from the *American Advertiser*.

This writer evidently knows very little about English advertising, and the article is full of inaccuracies; but what I object to is the statement, on the top of page 39, *that I intimately copy the methods of Pears' Soap*.

Any one here knows that I never adopt any idea that has ever been used by another advertiser, and if whole-page advertising is referred to, I claim that I was the first to start it.

Yours truly, THOMAS BEECHAM.

NEW YORK, May 25, 1891.

ART IN ADVERTISING CO., New York City.

GENTLEMEN: Your article copied from *American Advertiser*, in April number, by Mr. Higgins, on "Advertising in England," is evidently the work of an amateur. Mr. Thomas Beecham is nothing if not an original advertiser.

I am certain if such a statement had been made in one of your own contributions it would have met with a speedy end at the hands of the blue pencil, for you seem to recognize Mr. Beecham's ability in this respect, and have frequently commended his work.

Yours truly,
LYMAN D. MORSE.

"AS OTHERS SEE US."

RECENTLY W. D. Boyce, Publisher of the *Saturday Blade* and *Chicago Ledger*, has been repeating in the advertisements of his papers copies of letters received by him from prominent advertisers as to the "pulling" and paying qualities of his two papers. C. I. Hood & Co. state they run two 7-line locals twice in the *Saturday Blade* and *Chicago Ledger*, and received 1,180 answers from all parts of the United States.

Dr. Owen, the Electric Belt Man, of Chicago, writes Mr. Boyce that the 10,000-line contract he has just made with him after just completing a 10,000-line contract in his papers, and at a 40 per cent increase in the rate, is all the evidence necessary that he knows that the *Saturday Blade* and *Chicago Ledger* pay. Mr. Owen states he has made no other 10,000-line contract, although chances have not been wanting.

The Wilber H. Murray Mfg. Co., of Cincinnati, who sell buggies, harnesses, etc., direct to consumers, and do an immense business all over the country, use the *Saturday Blade* and *Chicago Ledger*, and write that they made an advertising contract with some misgivings as to whether it would pay or not, and with a clause in contract giving them the right to cancel at any time; but they say "the fact that we have used up all the space contracted for, and more too," and are still at it, is the best evidence that it pays them.

The John Wilkinson Co., who sell the Rover and other bicycles, and all kinds of sporting goods, write that the *Saturday Blade* and *Chicago Ledger* pay them, and they are about the only papers having a circulation outside of Chicago in which they are using a large amount of space this summer.

Mr. Boyce produces letters from all along the line of prominent advertisers which he repeats. This kind of advertising, we think, should pay him, as all advertisers are anxious to know the results of investments of others.

The Price Baking Powder Company, in to test the "pulling qualities" of the *Saturday Blade* and *Chicago Ledger*, of Chicago, put in a small notice in each paper offering to send a cook book to all who applied. Within 10 days of the date of the first insertion they write Mr. Boyce, the publisher, to discontinue the notice until August 1st, as they had run out of books and it would be two weeks before they would have any from their bindery. They had received from his two papers over 4,200 answers. Results are all that count in advertising. Here you have results.

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NEW YORK, Jan. 28th, 1891.

MR. A. FRANK RICHARDSON, TRIBUNE BUILDING, CITY.

DEAR SIR :—We have yours of the 26th. Speaking of a "long time between," just as soon as we can get around to the papers you represent, that Pearline is not in, we will do so. By the way, for the first time in our recollection, one of our own drummers has informed us that we should use the **UTICA SATURDAY GLOBE.** Yours truly,

JAMES T. PYLE.

"BUT I HAVEN'T SEEN THE ORDER YET,"

A. FRANK RICHARDSON.

317 Chamber of Commerce, Chicago. TRIBUNE BUILDING.

Known Circulation over 200,000.

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"THE THREE GRACES."

AMONG the first-class mediums that cover New York, Vermont, New England, and Pennsylvania, none stand so high as my beautiful "Three Graces." They are not Summer girls but are Spring, Autumn and Winter as well. They are all-the-year-round girls, and you can see for yourself how attractive they are.

Space in the THREE TELEGRAMS, with Known Circulation of 300,000, to be had from

A. FRANK RICHARDSON,

Newspapers of Known Circulation. Tribune Building, New York.

317 CHAMBER OF COMMERCE, CHICAGO.

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ART IN ADVERTISING

THE CAMPAIGN PULSE OF 1892!

ALREADY **Judge** is feeling the effects of the approaching Presidential campaign by increased sales. Wise advertisers are *getting in* out of the wet.

WILLET F. COOK, Advertising Manager,
110 Fifth Avenue, New York.

THE AGENTS' GUIDE.

ABSOLUTE CIRCULATION, **60,000.**

I will forfeit $100 if the circulation every issue for the past ten months cannot be shown to be in excess of 60,000 monthly.

Send for sample copy.

GEO. W. CLAFLIN, Publisher,
122 NASSAU ST., NEW YORK CITY.

A LIVE PAPER!

PAPER which is afraid of *Nothing and Nobody* is the paper which is always read by friends and enemies alike, and is the best paper for wide-awake advertisers.

KATE FIELD'S WASHINGTON,
39 CORCORAN BUILDING, WASHINGTON, D. C.

THE GRAPHIC.

America's Popular Illustrated Weekly.

The Journalistic Success of the day: A Peerless Medium for Advertisers.

THE GRAPHIC COMPANY,
CHICAGO.

THE AMERICAN RHEIMS
and
Its successful American Rival,
THE PLEASANT VALLEY WINE CO.,
(Rheims, N. Y.)
are represented in

THE NEWS SERIES:

The Richfield News,
The Saratoga News,
The Thousand Islands News,
The St. Augustine News.

WHY?

General Office, - - - - Utica, N. Y.
F. G. BARRY, Publisher.

$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call," which is put into hotels **FREE.** Write for an agency. You don't need experience to make big money working for the **Ransom Electric Guest Call Company, Minneapolis, Minnesota.**

Dodd's Advertising Agency, 265 Washington Street. Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN.

Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

EVERY LIVE ADVERTISER SHOULD USE

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

WILLIAM L. MILLER, *M'g'r Advertising Department.*
110 Fifth Ave., New York.

ELEVATED RAILWAY ADVERTISING.

For particulars apply to

M. WINEBURGH,
TIMES BUILDING,
NEW YORK.

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"*When found, make a note of.*"—CAPTAIN CUTTLE.

THE RIGHT MEN IN THE RIGHT PLACE ARE

C. MITCHELL & CO., of London, England,

12 and 13 Red Lion Court, Fleet St., E. C.

ADVERTISING CONTRACTORS OF FIFTY YEARS' STANDING.

The Manufacturer who Travels

Should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

∴ ∴ ∴

The Manufacturer who cannot find Time to Travel

Should write to C. M. C. Their extensive American Clientele and long acquaintance with English Advertising enables them to arrive at an understanding more promptly than any other house in London.

∴ ∴ ∴

The Advertising Agent who studies his Clients'

Interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms.
Estimates and specimen papers free on application.

"The Newspaper Press Directory," Forty-sixth annual issue, price, by post to the United States, 50 cents.

1/2

of this space will be sufficient to inform you of the fact that the Oct., Nov., and Dec. numbers of The

Ladies' World

will aggregate over One Million Copies, the great bulk of this circulation being to paid subscribers.

Its readers are ladies who are good buyers, and if you wish to reach their trade you should talk to them through the columns that are sure to be read by them. The best medium (circulation and price considered) is

THE LADIES' WORLD.

October forms close on Sept. 10th.

S. H. MOORE & CO.,
Publishers,
27 PARK PLACE, NEW YORK.

PROVED CIRCULATION (TRADE MARK)

TRUTH WILL TELL

In the results from advertising in the

CHICAGO SATURDAY BLADE

—AND—

CHICAGO LEDGER.

They are the largest **WEEKLIES** in the United States with the lowest proportionate rate for space. Everything proved, and contracts cancelled *pro rata* if you are not satisfied.

Be convinced, and do not fail to include these mediums in your autumn list.

Testimonials too numerous to print here will be sent with all particulars for a contract, on application to

W. D. BOYCE, Publisher, Chicago, Ill.

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Is what you have to advertise something that people will buy in summer? Our papers go right on talking in over 275,000 homes every week through the summer, and their readers go on buying what they need for habits of both ordinary and luxurious living. Their needs don't stop in summer, but they will not be thinking of buying from you when they don't see your advertisement.

Send in your order or inquiry. It will be carefully attended to.

SUNDAY SCHOOL TIMES, PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.
BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.
PRESBYTERIAN OBSERVER.

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS 15 BEST WEEKLIES

Every Week Over 275,000 Copies

Religious Press Association, Phila.

20 THOUSAND NEW READERS,

At the most conservative calculation, will be added to the *New York Ledger's* parish in consequence of the serial, "The Chautauquans," begun July 25. This story is of the most direct and absorbing interest to the members of the large and powerful Chautauqua Literary and Scientific Circle, and is by John Habberton, author of "Helen's Babies."

Interest the Women

AND SUCCESS IS ATTAINED.

"A number of years ago I suggested to one of my clients that he place an advertisement for goods used exclusively by men in a paper supposed to be read exclusively by women. He followed my suggestion, much against his own judgment. The advertisement appeared; it continued in that paper several consecutive years. The actual mail cash sales, coming directly from that advertisement, were two or three times as great, reckoning proportionate cost, than came from the same advertisement in any of the hundred papers my client was advertising in. Since then I have made these experiments many times, until I believe I have a right to claim that the experiment has passed into fact."—N. C. FOWLER, Jr.

L'Art de la Mode, AND Revue de la Mode

Have guaranteed Paid circulations with low proportionate advertising rate.

Forms of the large Oct. issues closes Aug. 15th.

ADVERTISING DEPARTMENT,
51 Tribune Building, N. Y.

"TRUTH IS STRANGER THAN FICTION PREVAILS."

THE VERDICT MAINTAINED!

An Experiment for Fun

Proves to the advertiser that Allen's Lists can be depended upon, for the strong and substantial results, at all seasons, that has always characterized this broad and far-reaching circulation. *Thus they join the triumphant two hundred, of America's shrewdest and most successful general advertisers, who constantly remain in Allen's Lists on annual contract.*

OFFICE OF ETRUSCAN ART COMPANY,
Established 1886.
DE ESAACSON, *Manager.* 28 TEMPLE PLACE, BOSTON.
BOSTON, MASS., July 8th, 1891.

E. C. ALLEN, AUGUSTA, MAINE.

Dear Sir: * * * "Also permit us to say, that for the past five years we have advertised our "Etruscan Art" work considerably; but not until last May did we try our luck with you. In that month we ventured a small ad. for fun; but can assure you that we have not had much time for laughter, for it seemed as though the people of every every State in the Union had conspired to flood us with letters of inquiry; and we soon found that our fun had to be spelled with a *d* (making it fund) to fairly represent the twist your papers had given to the word in our favor.

"Yesterday we shipped goods to California and Texas to patrons of your publications, and to-day, six weeks after the date of issue, we were more than surprised to receive orders from the Sandwich Islands, from readers of your papers. Also, which makes us ready to exclaim: 'What part of the world is there, not visited by some of your periodicals?' Your lists have paid us more than well, and you may count on our patronage as long as we remain in business.

(G. F.) "Yours respectfully, ETRUSCAN ART CO."

Forms Close the 18th of Each Month, Prior to the Date of the Periodicals.

E. C. ALLEN, Proprietor of Allen's Lists,
AUGUSTA, MAINE.

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"THE WORLD'S FAIR."

THE West is daily growing in wealth, culture, and education. People are daily beginning to realize the importance of not only the necessities but the refinements of life, and have the means to gratify them.

Through our agency you can reach every section of the United States, Canada, and all Foreign Countries. We invite correspondence from every one.

LORD & THOMAS, Chicago.

ALWAYS "ADVERTISE JUDICIOUSLY." **Newspaper Advertising.**

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THE great population of Swedes and Norwegians in the Northwest is something almost incredible to Eastern people. Advertisers, who have had experience, admit that while the trade starts slowly yet there is no class of people who are better buyers than these same people. The advertisement appearing as it does in their native tongue appeals with an influence they cannot resist.

Among those using our papers at present are Beecham, Hood, Dr. Price, Fairbanks, Collin's Asthma, St. Jacob's Oil, Winslow's Soothing Syrup, I. S. Johnson & Co., Ayer, and others. The combined circulation is over 500,000.

J. L. STACK & CO., Pioneer Press Building, ST. PAUL, MINN.

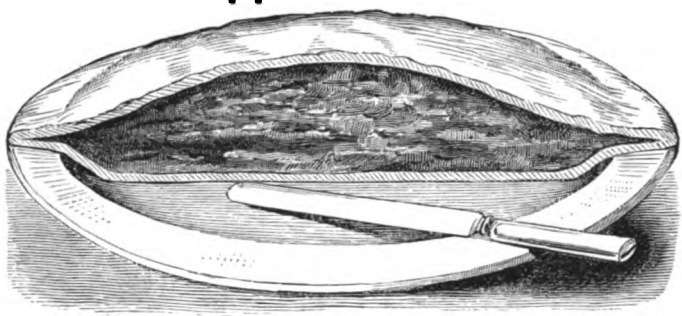
20 Weekly Swedish Papers with a Circulation of 5,000 or over,	*222,500*
11 Weekly Papers. Circulation Less than 5,000 each,	*36,100*
20 Weekly Norwegian-Danish Papers with a Circulation of 5,000 or over,	*193,000*
14 Weekly Norwegian-Danish Papers. Circulation less than 5,000,	*41,000*
3 Daily Norwegian-Danish Papers,	*15,000*
68 Scandinavian Papers with a Combined Circulation of	*504,100*

J. L. STACK & CO., St. Paul, Minn.

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(COPYRIGHTED 1891.)

Not the Upper or Lower Crust



But the **MIDDLE OF THE PIE** is what we are after, because it's the best and there is the most of it.

Now, in general business, it is not the VERY RICH or very poor who read or answer advertisements;

NOT THE FEW ABOVE OR THE FEW BELOW



—BUT THE—

Great Mass of Mankind

ON EARTH.

The secret of the great success of **COMFORT**, the Magnetic Monthly, is that it is subscribed for, read and enjoyed by the great middle classes. Thus it is that

IF YOU PUT IT IN "COMFORT" IT PAYS!

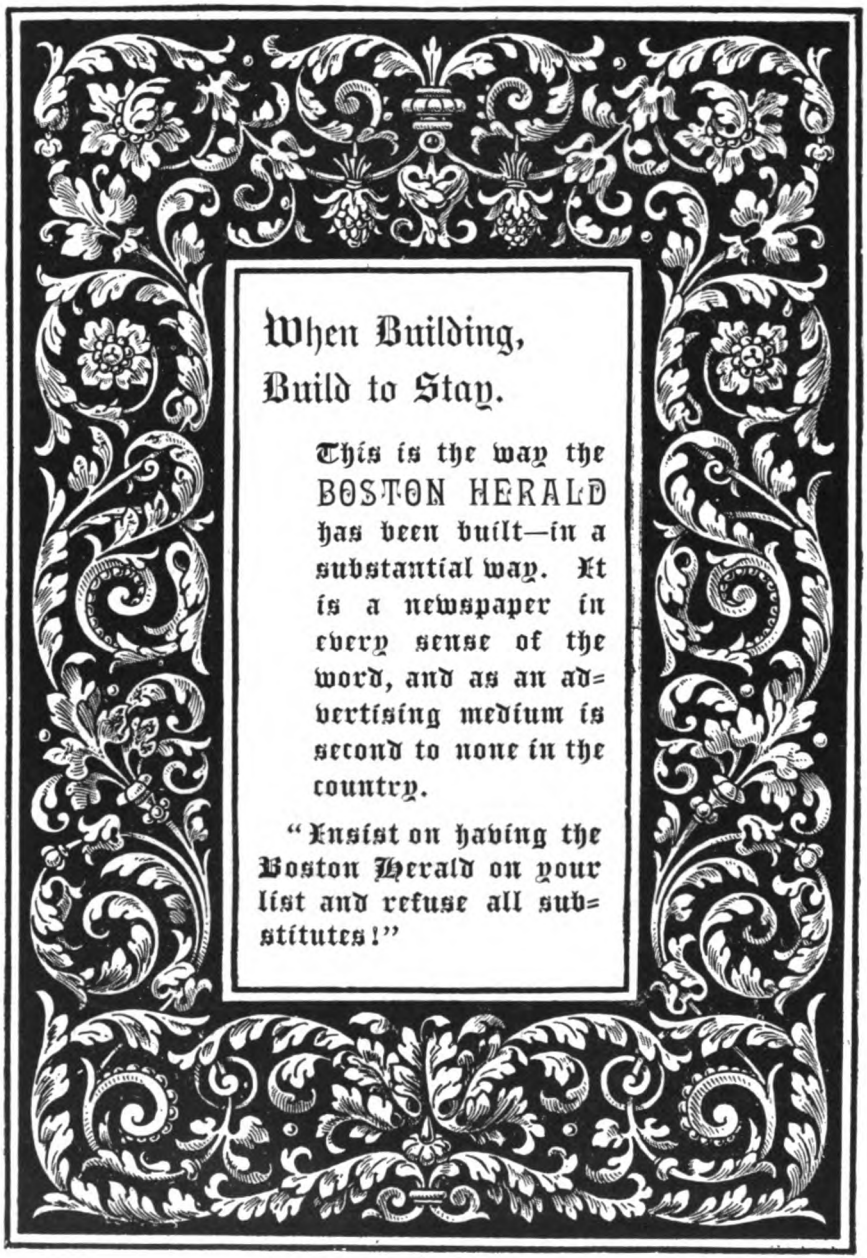
Circulation will reach **750,000** in the Fall, when rates will be advanced.

Space at the Agencies or of THE GANNETT & MORSE CONCERN, Augusta, Maine.

New York Office, 23 Park Row. . . . W. T. PERKINS, Manager.

Insist on having "Comfort" on your list and refuse all substitutes

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THE ❋ PHILADELPHIA ❋ ITEM.

Admittedly the Most Prosperous Evening Newspaper in the United States.

GEO. P. ROWELL & CO. rate **THE ITEM** as one of the four dailies in the United States regularly exceeding **150,000** circulation each issue for one year.

∴ THE ∴
Item

Stands the Test
AND
Gives the Results.

To "get there" quick, use it!

One advertiser who kept a record, received 2,500 letters within a few weeks!

Three great Lightning Hoe Quadruple Perfecting Machines now in daily use, with two more building; total cost over a quarter of a million dollars!

Combined capacity, 300,000 copies an hour!

Thirty-three rapid delivery wagons!

Most perfect distribution service on earth!

Low Water Mark.

SWORN CIRCULATION.

DAILY:
174,419
SUNDAY:
174,209
WEEKLY:
42,157
Average every issue for 1890.



∴ THE ∴
Item

Endorsed alike by press and people.

"Has advanced in popular estimation."—*Philadelphia Ledger.*

"Probably the most successful newspaper in the whole country."—*Phila. Press.*

"Everything about it indicates a high degree of journalistic success."—*Philadelphia Times.*

"Grows bigger and better and stronger with each succeeding year."—*Phila. Record.*

"Its presses built by R. Hoe & Co. are the finest in the world."—*Phila. N. American.*

"Pays us better than any daily newspaper in the U. S."—*Montgomery & Co.*

"Better than any other Philadelphia paper, and I have used them all."—*Wm. Dreydoppel.*

S. C. BECKWITH,
Sole Agent Foreign Advertising,

48 TRIBUNE BUILDING, New York.

509 "THE ROOKERY," Chicago.

"Largest Evening Circulation in America."

Insist on having "The Philadelphia Item" on your list and refuse all substitutes.

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In the Art of Advertising

THE "BRUSH" A POWER IN THE LAND.



PAINTED ANYWHERE. EVERYWHERE.

A National Service of

40 EXPERT ARTISTS!

We exclusively Paint all Advertising Signs of

HOOD'S SARSAPARILLA,
PRICE'S BAKING POWDER,
KIRK'S AMERICAN FAMILY SOAP,
PILLSBURY'S "BEST" FLOUR

AND A HOST OF OTHERS IN ALL
CITIES AND TOWNS IN THE U. S. AND CANADA.

National Advertising Service,

CONTRACTORS. *C. S. HOUGHTALING, Manager.*

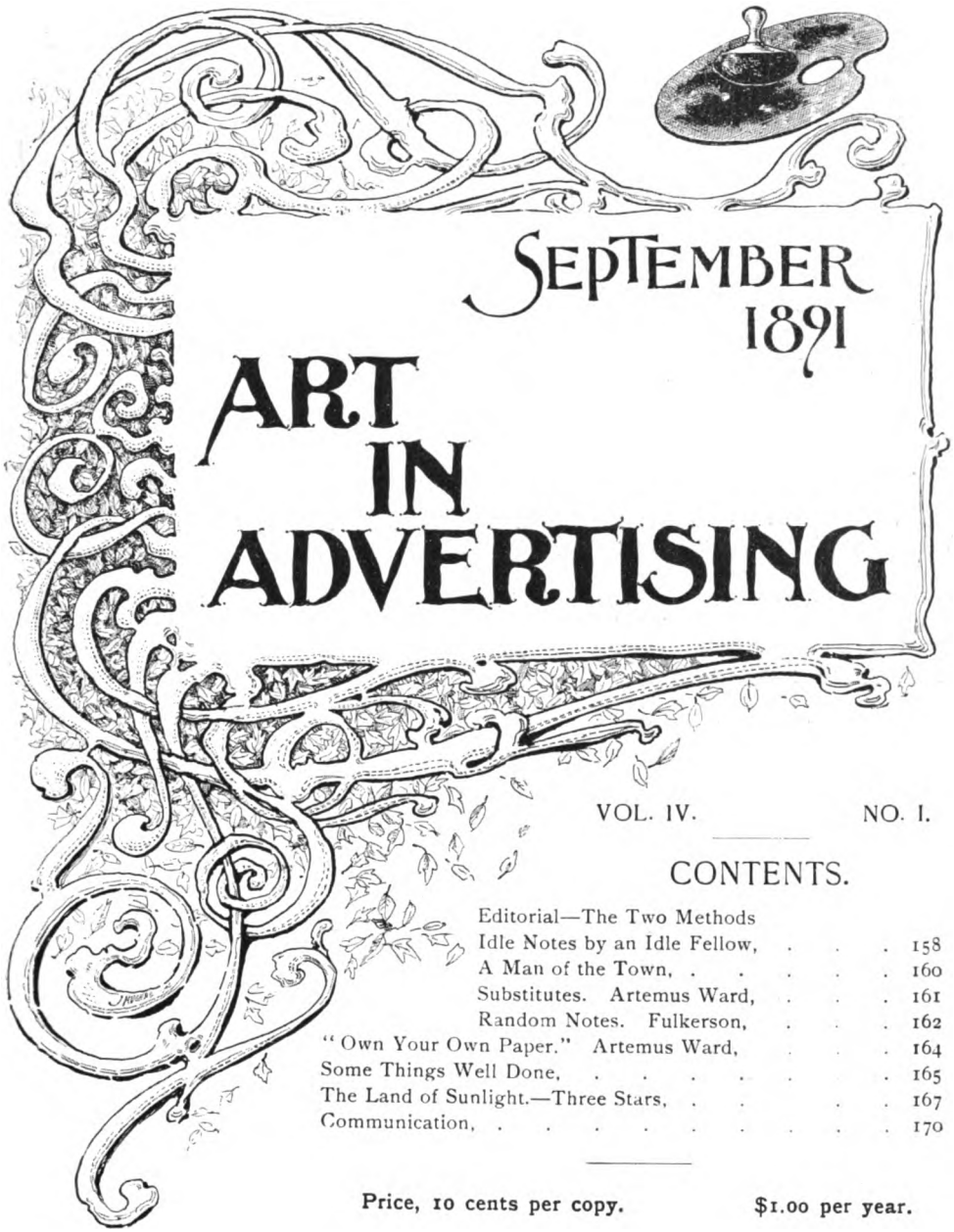
74 and 76 Madison Street, **CHICAGO.**

3 Park Place & 34 Murray Street, **NEW YORK.**

Use Hotes' Signs and refuse all substitutes.

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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SEPTEMBER
1891

ART IN ADVERTISING

VOL. IV. NO. I.

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Price, 10 cents per copy. **$1.00 per year.**

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"A LITTLE SERIOUS REFLECTION"

will convince the ordinary business man that a "personally conducted" advertisement is seldom a howling success. It will also convince him that his advertising should be made as attractive as possible, and that in order to have it so it should be placed in the hands of one who makes it a business.

It is my business to design and write advertisements for all purposes, and I will be glad to submit samples and give further information to any one who are interested.

H. C. BROWN,

Advertising Sketches and Photo-Engraving,

80 Fifth Avenue, New York.

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Art in Advertising

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

VOL. IV. SEPTEMBER, 1891. No. 1.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

THE TWO METHODS.

IT would be folly to say that advertising is a good thing for everybody. For the physician and the architect there is every reason to consider it bad business, unless they are quacks, as their code of life makes it unprofessional. We speak of course of advertising by the help of the printer and paper-maker; advertising in its broadest sense is never unprofessional, and is as necessary as breathing.

There are a number of ways of securing business: one, and perhaps the most popular, is to sell cheaper than any one else; another is to make your goods so well known that they are to a certain extent lifted out of general competition. Following is an account of the way two firms have managed their affairs:

Smith some twenty-five years ago entered the pen business; he worked up a trade largely by underselling every one in his line; if a customer went into a store and asked for a box of pens and mentioned no special brand, you got Smith's. As we have said, he did a large business, and spent little or no money to sell his goods to the people, relying upon the trade for that. As competition became greater his prices were reduced again and again to keep his sales up, and to-day he is selling a large amount of goods with smaller profits than ever, and is wondering what to do next.

Jones was also in the pen business, with as much capital and energy as Smith. He had been accustomed to sell a class of goods more expensive to make than his competitor's, and when Smith reduced prices to get all the business away possible, Jones found himself facing a great loss of trade. His pens were as good as could be made, he called them by a name of his own, did not reduce the price, and began to advertise. For a time all seemed to go Smith's way, until the people who buy pens began to demand Jones' special goods.

To-day affairs stand thus: Jones does a large business, and gets 25 per cent more for his goods than Smith. His pens are known all over the world, people ask for them, and retailers and jobbers cannot dictate how he shall do his business. As long as no other pen man out-advertises him he can hold his trade. Smith, on the other hand, has no reputation at all with consumers; he is in the hands of

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the storekeepers, dancing to their music, and holding business through their fickle favor.

All this may be called the one-sided statement of a paper devoted to the interests of advertising, but the story is a true one.

AN APOLOGY.

THE cut printed in our June issue, page 90, was taken from *Puck*; the note of credit was carelessly left out.

ANOTHER.

WE printed among the advertising pages (154) of our last number a design by Mr. George Wharton Edwards, an old cut belonging to the Century Co. This design no doubt cost a good deal of money, but we unwittingly used it without price or credit.

IDLE NOTES BY AN IDLE FELLOW.

I RECENTLY went down Bosting way, passed the shores of Cape Cod, and finally up the Kennebec—with the accent on the bec to get the true native pronunciation. I travelled on Mr. Seaman's line to Boston, and thence by Mr. Fowle's line to Augusta. Mr. Fowle's line is not so good as Mr. Seaman's, as we lost our rudder off Popham Beach, and went ashore at the old fort. But to an idle man such a mishap was of no consequence, though Mr. Fowle undoubtedly suffered great mortification.

Laved by the sparkling waters of the Kennebec lies the charming village of Augusta. Because Mr. Allen lived there and also another though somewhat less distinguished person, we are inclined to regard Augusta as a great commonwealth. But these two gentlemen are altogether out of proportion to the size of the town on which they cast so much distinction, and Augusta is still but a village. How it ever came to occupy so prominent a place as a publishing centre is due to the career of Mr. EDWARD CHARLES ALLEN, a poor farmer-boy, who before his death had reached a commanding position in the business world.

In early life Mr. Allen took Horace Greeley's advice and went West, but soon returned to try his fortune in the land of ice and lumber. He sold neither of these wealth-producing commodities, but took the plain people for his text, and provided them with many avenues in which to squander their wealth, while at the same time teaching them the value of good reading. The many devices to secure subscribers invented by Mr. Allen would exhaust a large-sized vocabulary.

The boldness and prodigality of the advertising expenditure indulged in by him during his early career would cause even a veteran to hesitate; but the very boldness of his plans ensured success, and at one time he was known to have cleared more than $40,000 on a single item in one year. Mr. Allen was a lifelong Democrat, but could have been governor any time he saw fit to experience a change of heart.

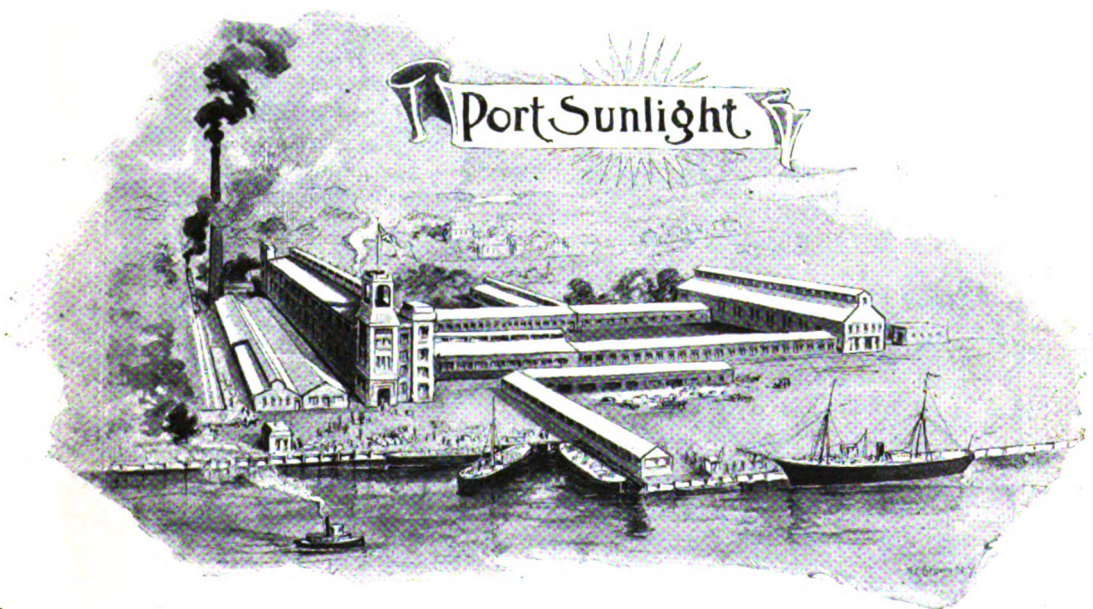
It is not singular, therefore, that Augusta should become familiar to the reading public throughout the country at large, nor that the field so long occupied by Mr. Allen should at last become tenanted by others.

The picket lines of the publishing business in Augusta extend clear to the mouth of the river and dot the coast as far north as Boothbay Harbor. All the hotels and cottages seem to have been built by Mr. Vickery of Vickery & Hill. The enormous profits of their publishing business must of necessity find an outlet, and the numerous seaside resorts attest the enterprise of the former mayor of Augusta. I doubt whether all of them are financial successes, but so long as Augusta maintains its prestige, the wherewithal to build more unproductive cottages and more unproductive hotels will be forthcoming. Mr. Vickery is practically out of the business, but Dr. Hill, who is a son-in-law as well as a partner, manages to get around once in a while. The real business, however, is done by Mr. George Stinson, a pleasant young man with a clean-cut face and a branch office in the post-office. Mr. Stinson is perhaps better known in New York than either of the others, and is a close friend of Mr. Manley and Mr.

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Blaine. He is able to give more interesting anecdotes of a personal nature concerning Maine's favorite son than any other man I know of except Mr. Allen.

It is Longfellow, I think, who refers to somebody's footprints, which another forlorn and shipwrecked brother seeing may take heart again, or words to that effect ; and a case in point is the Gannett & Morse Concern of Augusta. Some three years ago Mr. Gannett's footprints encircled a peanut stand on a side street, but to-day they chase around a press that cost $22,000 and that prints 523,000 *Comforts* per month. Although a dyspeptic blue sign informs the passer-by that the Gannett & Morse Concern dwell within, there is no Morse—only Gannett. The concern is Mr. C. A. Price, one of the brightest young men I have encountered for some time. Mr. W. H. Gannett is perhaps three and thirty, and has the fatal gift of beauty. He is building up a great property, yet you couldn't hire me to subscribe for his paper. It isn't my style ; but for the bucolic countryman there is no such treat as *Comforts*. It is the acme of Art, Science, and Literature, as the sub-title modestly claims. To them it represents the highest achievements of intellectual effort, and has a constituency among the great middle class people in the agricultural districts that would be a credit to any paper. It is one of those monthlies published at twenty-five cents a year, which accounts no doubt for its enormous circulation. I am simply amazed at the business they have picked up since their beginning. Already improvements in the paper are contemplated, and during the fall I think *Comfort* will take a step in a direction approaching my æsthetic taste. I cannot understand how a paper can be made for such an insignificant sum, and I presume it would be impossible but for the enormous circulation. I am told that the sale of their premium articles is quite a revenue in itself and that the merchandise alone thus disposed of yields a handsome profit in addition to the paper. Truely, the ways of the modern publisher is past finding out.



THIS PICTURE WILL NOT GO ON PAGE 11, WHERE IT BELONGS, AND IT IS TOO GOOD TO LEAVE OUT.

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A MAN OF THE TOWN.

IF it were not for Mr. Richardson, the month of August would have been sad and eventless. This gentleman's unbounded enthusiasm in pushing the wicked druggist to the wall has raised the wind, and now every trade paper vies with its contemporary to be first in the field and to hiss the loudest curses upon the "substituting" tradesman. I admit that I can think of nothing new to say on this momentous subject, and I am aware that I am about the only one of whom this can be said.

* * *

THE talk about the reconstruction of Mr. George P. Rowell's business is growing more definite, and in all human probability his agency will be a stock company before this reaches the eye of the reader, if ART IN ADVERTISING is as late as it usually is. I can remember Mr. Rowell's history a long way back, when the young men who swarm about the *Tribune* building and have Advertising Agent in big letters on their letter-heads were in short pants. It was thought that Mr. Rowell was rash when he moved to New York from Boston. He has been doing rash things right along. He pays his bills before they are cold, an unheard-of and an unpardonable affront to the whole profession. He actually started to do what every agent has threatened to do for years—charge for certain sorts of estimates, and now he suggests establishing branches all over the country—an idea which will hardly increase his popularity among other agents. Personally I have less faith in this plan than in any of his others ; an agency such as this would have uphill work in Boston or Philadelphia or Chicago, where the local field is so fully covered by able men ; but notwithstanding, after all is said and done, I have faith enough in Mr. Rowell's hard-headedness to believe that he sees some substantial basis for his plans, which go a good way beyond the public's horizon.

* * *

WHAT some men may do in the way of enjoying life and managing an advertising agency at one and the same time is revealed by the case of Mr. J. W. Thompson. Mr. Thompson has on his list almost as many bright young men as the *Sun*, and they seem to penetrate the town like the ubiquitious reporter, while their chief enjoys himself at his home at New London, with occasional lapses to his New York office. In the country he lives the life of a man totally unfamiliar with special mediums and periodicals, with which he fights for rates far below the basement. In winter Mr. J. Walter is a galley slave. Many a night when I have been going up late in the cars I have found him the only representative of our glorious profession down-town at that late hour, and I never met him when he was not glad to talk business, to find out what little I knew, and to suggest that we ought to do a little more business together. I must say, however, that I have never seen him at New London when he would speak of the shop—there he is all yacht, steam launch, horse, and the affairs of the summer season.

* * *

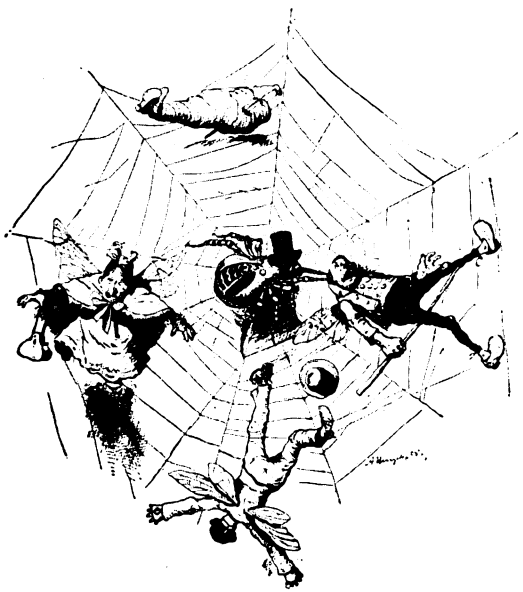
I SEE that Mr. Artemas Ward is back again from Europe, full of the new Sapolio vim which wastes itself to bring rest on Sunday. I wonder if there is a more popular man than Mr. Ward in the business. Many a time I have journeyed over hard pavements to his ill-smelling neighborhood on West Street, only to be told that the space I wished to sell him was worth, perhaps, one quarter what I wanted for it, but that he would be willing to give me half, so that I should not go empty away, or some other of his pet phonograph phrases, repeated with the good nature of a man who knows that he holds the cards to take every trick. He gave me a cake of Sapolio once, and I have been wondering for some months if it was an insinuation upon my personal appearance. At all events, it was the only thing he ever did give me, and still I would vote for him for alderman if he were to run, and "stump" the *Tribune* Building in his interests.

* * *

I HAVE received, as I presume have all other agents, a notice from Mr. Brisbane Walker, of the *Cosmopolitan*, that hereafter the magazine

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circulation is to be 100,000 or more a month, and that the price of advertising space is raised to $200 a page. It struck me in reading over the letter which announced this increase that Mr. Walker showed the same kind of nerve in it which he displayed when he bought what was once regarded as waste land in Denver. But he made a million dollars or so out of the transaction, and has become the pride of Denver. To guarantee a circulation of 100,000 and more is something, but when he goes on to say that he has purchased 600,000 volumes of Grant's and Sherman's memoirs to help sell the magazine, he rises to the dizzy height of a Wanamaker, and I, in common with many of his new Eastern friends, hope he may come out of it as well as he did in the waste land in the West.



THE SUBSTITUTER AND HIS VICTIMS

A CHICAGO ADVERTISEMENT.

Full dinner, ... 15c.
Regular gorge, . . . 25c.

SUBSTITUTES.

By Artemus Ward.

MANY of us can remember the war times, when substitutes and the men who sent them out were generally despised, but they were brave, honest, respectable men in comparison with those who send out substitutes to-day. In the war times many a man sent a substitute to the front when he was not drafted himself, out of a sense of duty and because his own affairs prevented his going to the war. Many a substitute accepted that position in the army in preference to volunteering, in order to leave a larger sum of money to the wife, who might possibly become a widow. But there is nothing honorable about the substitute of to-day. Manufacturers and unreliable retailers who see the success which attends on liberal advertising slip in with some cheaper and generally inferior article, which they try to foist on the public as identical with the well-known goods of their rivals. Their course deserves the condemnation of all good men, and especially that of newspaper publishers, the greater volume of whose receipts comes from the advertising columns which are filled by the very class on whom these pirates feed.

The Presbyterian Church, with its usual exactness, teaches its members the difference between sins of omission and commission. Here is a specimen of the worst form of the latter class, deliberately, persistently, continuously committed by men whose commercial education cannot have left them ignorant of the wrong they attempt. For the murderer there may be the excuse of passion or provocation; for the thief a plea of poverty; but for these men, who deliberately endeavor to steal away the rights and profits of successful advertisers, what extenuation is there?

I am naturally opposed to all such piratical schemes. Sapolio has suffered too much from them to give any quarter, but has opposed them without regard to expense, and has carried the protection of trade-mark law further than any proprietary article in existence.

A PAPER of absorbing interest—the blotter.

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AUGUSTA, Me., seems to be an extraordinary place for "blind" and strange announcements. One of the most recent efforts is the accompanying frank and generous offer to send a photograph of "my own beautiful self" to any one for the small sum of 25 cents. This is what the lady says :

MY OWN PHOTO I am the acknowledged belle of my own city, and have beaux by the score; but wish to extend my acquaintance over the whole country. I will send a large cabinet photo of my own beautiful self with my autograph. Besides, I will put in one dozen (**12**) photos, on **Full Cabinet Size Card,** of charming young lady friends, standing posture, sweet, bewitching girls; making in all **13 Exquisite Pictures** for 25 cts., silver. Don't miss this chance. Write to-day. **MISS FLOSSIE LEE,** care of Box 3, Station 103, Augusta, Maine.

I have been afraid to send for the thirteen exquisite pictures myself, as Mrs. Fulkerson has an uncontrollable prejudice against this form of art; but I should be very much interested to know, if any one else were to do so rash a thing as to write to Flossie, what came of it.

* * *

THE elaborate address given upon the above advertisement reminds me of a (to me) new device for tracing returns. A Boston firm who makes brass bedsteads, offers to take off a discount of five per cent provided the buyer in ordering will mention where he saw the advertisement. Perhaps the idea is old, but it seemed not a bad one.

* * *

I HEAR that my friend, W. D. Boyce, of the Chicago *Ledger*, is to put up a new building of sixteen stories on Dearborn Street, Chicago. I can only hope that he is as successful in his building operations as he is in working up a circulation among the masses.

* * *

I WAS rather surprised to notice the form the editor of the *Cosmopolitan* took to apprise his readers that after March 1st, 1892, his subscription rates would be raised. This interesting and important information is confided to the magazine's "earliest friends" on its back cover, and in red ink.

* * *

MANY people in the advertising business have had extended conversations with piano manufacturers, and have always found it next to impossible to interest them in mediums of general but high-class circulation. Singularly enough, they prefer to pay ten dollars a thousand for some programme advertisement to one dollar a thousand for any other kind. Why? I believe simply as a matter of tradition. It is dollars to apples that the readers of these concert programmes are already provided with pianos. The people who buy these instruments are not so much the professional or distinctly musical classes, but the young married people who can just afford a piano, the family who are getting up in the world a little, or the people who have used an old tin-pan instrument to death. These classes are to be reached by good papers and magazines, but you cannot get the average piano man to believe this. One or two firms have reasoned it out and are making a lot of money, but not many.

* * *

THE Harpers must be very clever people to have made such a lot of money, but certainly they are not clever advertisers. There is one thing they do which I consider a personal grievance. You take up *Harper's Young People*, and in among the reading pages find a page of "Children's Bookshelf," and you think it a good idea until you find that it is made up entirely of puffs of Harper's journals. You take up the "Literary Notes" in *Harper's Magazine*, and find it all the same sort of puffs, written by Laurence Hutton. The *Weekly* has an illustrated book supplement now and then—

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the *Bazar* too; but all Harper puffs. Broad-mindedness is a big thing in advertising. Messrs. Harper, may I suggest that you will do your own books and your papers more good if you speak of the publications of others as well as of your own books, and keep people interested?

* * *

A GOOD deal of fun has been made about the portrait business, and if my memory serves me, some remarks have been printed in this journal about such pictures as those of a Mr. Douglas, a Boston shoemaker. But, after all is said and done, I fear it is good advertising. People like to hear about and see pictures of other people, and if one is willing to sacrifice one's physiognomy upon the altar of commerce, I think it pays. I was struck with this fact lately when receiving a pamphlet about a Mr. Extra Dry and his wines. If it had been devoted simply to the usual gush of the best wines ever made and that sort of thing, it would not have been more than glanced at on its way to the scrap-basket.

* * *

MR. DRY, however, published his portrait on the first page—not a remarkably interesting head—and he opened his remarks with his personal history. He described how he broke down in health and started a vineyard in Ohio, whereby he not only grew grapes, but waxed healthy and prosperous, after many failures to get his wine introduced into the market. It was an entertaining story of plucky effort plainly but effectively told, and I not only read it through, but was convinced that I must have some of his wines. Perhaps we are apt to scoff too much at working the personal, always conceding the point that you are willing to give up privacy.

* * *

DURING the hottest days of last month a company of nicely dressed darkies paraded Broadway, New York, dealing out root beer to the laborers engaged in building the cable road. This plan to advertise Knapp's root beer evidently succeeded, as the morning papers printed entertaining accounts of the experience of the "Relief Corps." A friend writes me to say that the idea originated with Mr. William Thompson, of the Robinson-Baker Advertising Bureau, New York.



IN THE ATELIER OF A. IN A.

Cataloguing a new specimen. Shelving an old one.



RICHARD HARDING DAVIS.

From the book announcements in the September *Scribner's*.

"THE Distribution of Ability in the United States," by Henry Cabot Lodge. Article September *Century*. New York City, 33 East 17th Street. $99\frac{44}{100}$.

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"OWN YOUR OWN PAPER."

By Artemas Ward.



THE enterprising publishers of a "patent outside" system keep an advertisement standing in some of the leading dailies, which urges ambitious men to own their paper, and states that neither type nor presses are necessary, but that by some magic arrangement the would-be publisher need only "Press the button and we do the rest." The woods are full of such papers. They are not an honor to the co-operative system. Cranks who desire to ventilate their pet theories in finance, politics, religion, and morals order fifty or a hundred copies per week of a patched-up paper containing a very few columns of matter devoted to their scheme or hobby. This paper soon finds its way to the co-operative list, "averaging 750 copies weekly to each paper."

Another class of newspapers exists which may be still more distinctly classed as "own your own." These are papers established by manufacturers or wholesalers and published directly in the interest of their respective business. There are two ways of publishing them. One honest, the other dishonest—both, in my opinion, unprofitable as advertising methods.

The dishonest system is the one by which wholesale grocers or others employ editors and publishers to put out a sheet which shall embody their price list and push their lines of goods. By specious affidavits and petty trickery, which would deceive no government on earth but that of our own country, they avail themselves of the privileges of the post-office, and pass their private price lists and circulars through the mails at pound rates. Their unjust competition with legitimate publishers has gone to great length, and deserves most strenuous opposition from newspaper men. The methods employed are closely akin to perjury and fraud.

The honest class in this line are manly enough to pay their own postage at regular circular rates, or nearly ten times the pound rate postage availed of by the dishonest class.

I propose to show in another paper that the dishonest class cannot make a profit when they come to consider the loss of self-respect, time, attention, dead stock, and discounts. I shall now confine myself to an attempt to prove that the honest class cannot make their issues profitable because of the postage, the lack of general interest, difference of endorsement, etc.

I shall take Mr. E. D. Gibbs's article in the last issue of ART IN ADVERTISING as a basis for counter-argument.

The *Hustler*, issued in the interest of the National Cash Register of Dayton, Ohio, and well known as a regularly issued advertising sheet, is one of the best of its class. It pays $3000 a month penny postage. The total cost averages $5000 per month. The thoughtful advertiser will observe that the postage is well over half of the expense.

Mr. Gibbs asks, "Will $60,000 a year produce greater returns if spent in newspaper advertising?" and adds "that a gentleman at the head of one of the largest if not the largest advertising agencies of the country told me a few weeks ago that in his opinion the *Hustler* could not be improved as an advertising medium for our business, and to discontinue it would be suicidal." "If any one can show us that we are taking the wrong course it will be a good chance," adds Mr. Gibbs, "to turn this channel into the direction of newspaper advertising columns!"

Between times I publish the *National Grocer*. For sixteen years it has forced itself on the attention of the trade by its hustling qualities. Occasionally I send it to every respectable wholesale and retail grocer in the United States, counting in all some 100,000 names. I would be glad to insert in such an issue practically the total contents of the *Hustler* for the sum of $1000 or a little more than half their present expenditure in that direction, proportionately. If done every month in the year, I would quote still closer figures, and any trade journalist who

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knew his business and was publishing a newspaper, not a magazine, would do the same.

Beyond the question of actual money-saving, the regular trade paper would, in my opinion, command the attention of the dealer in more ways than one. Those whe read the *Hustler* will be more likely to cast it aside than the trade paper which covers all the ground of their business. One dealer may be a regular subscriber; another looks for his name on account of a speech which he made at a late meeting; a third is curious with regard to the market; a fourth takes the paper up again because he heard some one mention an article in it; a fifth has had an argument over something, and hopes he may find a solution of the question in the columns of *his own* paper. If Mr. Gibbs pays as much attention to the circulars received at his house as he does to the morning paper, I will confess to considerable surprise.

Will $60,000 a year produce greater returns if spent in newspaper advertising? No house in existence ever spent $60,000 in one year in trade journals. The highest individual contract ever made in the grocery press was one for about $8000, made by the Enterprise Manufacturing Company of Philadelphia with the *National Grocer*. It would be absurd to advertise cash registers in the daily papers, but if a practical advertising man, treating the trade papers as they should be treated, buying their space without reference to puffs and promises and pretensions, $60,000 so expended should produce far more telling results than could be possible with such an issue as the *Hustler*, despite its merits, its energy, and its present success. The regular trade publication carries with it an endorsement of the article which it advertises; the *Hustler* endorses its own article, and notwithstanding its publication of outside testimonials, lacks in some measure the more disinterested endorsement of an outside publication.

Pardon me for my personal application of the case. I know no better way to exhibit the facts. I believe it to be a perfectly tenable theory, especially in view of the difference between penny postage and pound rates, that no advertiser can compete with the privileged press by issuing circulars or so called newspapers to advertise his goods by themselves.



SOME THINGS WELL DONE.

IT IS SUGGESTED THAT READERS INTERESTED IN ANY ADVERTISEMENT REFERRED TO HERE SHOULD SEND FOR COPIES TO THE ADDRESS GIVEN. WE ARE ALWAYS PREPARED TO NOTICE AND COMMEND A GOOD THING.

THE portrait of George A. Foxcroft, in the pamphlet about his Boston Bureau of Advertising, though the engraving is good, does not look any more like Mr. Foxcroft than it does like Mayor Grant; but then I suppose the original of the picture was too modest to have a true likeness.



SAPOLIO ADVERTISEMENT IN THE SEPTEMBER MAGAZINES.

THOMAS LEEMING & Co., P. O. Box 3226, New York, have struck a clever idea in the card urging readers to pin their faith to Nestle's Food, and attaching a small paper of pins with which to do it.

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NORTHRUP & STURGIS, Portland, Ore., send us a dainty card announcing that they do a big business in "soft drinks." It is very pretty, gentlemen, but does it bring business?



First School-boy: Say, Joe, take your books home and let 's go swimming, will you?
Second Ditto: Well, I guess not to-day: I want to finish the story I began in "St. Nicholas" this morning. The September number is fine!

SCRIBNER'S MAGAZINE, New York, hands to people who are going to Europe or who have friends going a card containing "Twenty Questions about Steamships," a great array of interesting facts in small compass.



FROM W. H. MULLINS' SEPTEMBER ADVERTISEMENT.

PUBLIC OPINION, Washington, D. C., put forth a small pamphlet in which the business man says that "every subscriber to *Public Opinion* is an intelligent man or woman," which, of course, is very flattering to the editor. There are a good many pages containing letters from advertisers who have used *Public Opinion* and prospered.



THE importance that geese have played in the world's history is now likely to be challenged by the efficacy of goats in the hands of the modern advertiser. Coming into New York on the line of the New York Central Railroad, one of those large round boulders for which Harlem is famous meets the eye of the hurrying traveller, and he is informed with all due solemnity that The Goats are happy because they chew McGinnis's Chewing Tobacco. The great point in this advertisement rests on the fact that at all hours of the day and night there are always two or three goats perched on this boulder, and the combination is irresistibly funny.

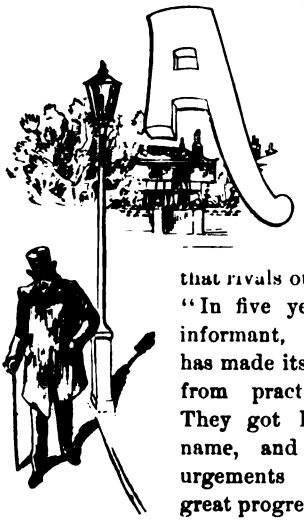
The advent of goats into advertising is of comparatively recent growth; the people out in Idaho, who enjoy the restaurants where the goats dine between eleven and twelve and the bears between one and three, was the first one to suggest further investigation in this direction. The tobacco men have made the most use of this domestic institution. Mr. Lorillard has a goat perched on his hind legs in the act of chewing a poster from the fence, and the goat makes a remark in effect—"Everybody seems to chew five-cent Ante, so I guess I'll take a little flyer myself." Another gentleman circulates the story that himself and a friend of his, the late Mr. Morgan, of St. Thomas' Church, New York, were passing by a field, when the clergyman's hat flew off and was immediately seized by the goat, who commenced to devour it. His friend said, "That is an extremely intelligent goat, and is simply obeying the orders of the owner of this field," and he pointed to a large sign on the fence which read, "Chew Morgan's Plug."

This goat business at its present state is quite harmless, but from past experience with the ubiquitous advertiser we have reason to apprehend the situation with gravity. The first thing we know Noah's Ark will be landed loose on the town, and the pound-master will be happy.

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THE LAND OF SUNLIGHT.

By Three Stars.



BRIEF mention has been made in these columns to an English manufacturer who, by skilful use of art in advertising, has built up an establishment that rivals our own Ivorydale. "In five years," writes my informant, "Sunlight Soap has made its way to the front from practically nothing." They got hold of a good name, and by remarkable urgements have created a great progress in a commodity that encountered the keenest competition at every turn.

As we have often advanced the theory that anything could be sold by advertising alone, we must take exception to this, as well as to other similar statements. Sunlight Soap has a peculiar and vital quality of its own that makes it a superior soap. We are quite willing to admit that the skilful manner in which it has been brought to the public has had a great deal to do with its phenomenal success, but we still cling to our first love—Quality—as being at the bottom of its success. No business requiring fifty acres of ground can exist on mud alone.

The merits of Sunlight Soap have been introduced to the Englishmen by a surgical operation, as it were. So persistent, so merciless, so exuberant have been their statements regarding its merits that it has been placed before the average Britisher. A ride through the underground railway is made luminous by the blue and white signs of sunlight. The 'busses blaze with their modest references, as to how it virtually gets up on its hind legs and does the washing itself. Every woman in the land rejoices in the possession of a legend, dwelling on the wonderful results coming from its use.

The illustrations herewith are from a small book, about 3 by 5, containing no less than sixty-four pages and cover. It is a cleverly written story of how a man won a fortune. Tells how an old grandfather promised to leave his fortune to the grandchild who could do the most with a shilling. Mab, of course, bought a shilling's worth of Sunlight Soap, and so completely renovated the old gentleman's home that he could not recognize it as the same place. That was sufficient. Mab was out of sight in the worthy squire's estimation, and she caught the good stuff all in a lump.



I actually enjoyed reading the book myself, and if, for the sake of the printing, they had only used a little better paper, it would have added very materially to the final result.



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THEY ASKED FOR THE GENUINE, BUT THE SUBSTITU

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UTER SOLD THEM SOMETHING "JUST AS GOOD."

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COMMUNICATION.

OFFICE OF U. S. LIGHT-HOUSE INSPECTOR.

ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.

GENTLEMEN: I gladly send the one dollar for a renewal of my subscription to your bright little paper.

I get lots of information from it, and always look for the fresh copy each month, and am always sure to find something new.

I do not have occasion to put the information to practical use in the present business, but still I want to keep up with "funeral."

With the best wishes for your success,
I am yours very respectfully,
C. M. ALEXANDER.

IMITATION OR COINCIDENCE?

EDITOR ART IN ADVERTISING:

MY DEAR SIR: It seems fashionable to accuse folks of "gathering in" other folks' ideas, and, thinking I have a little cause to complain, I write you. I enclose a sheet of engravings which I got up for Zeese & Co. They printed them several months ago. Several appeared in the *Printer's Ink*. I mark one, and call your attention to this editorial from *Printer's Ink*. Am I right, or am I conceited?

Yours, etc.,
JAMES HANNERTY.

H 14.



These are the stepping stones to wealth. For further information call on ——

"An attractive novelty in advertising cards is gotten out by the Acme White Lead and Color Works. The title, 'Stepping Stones to Success,' is illustrated by a girl about to cross a brook. The stepping stones are genuine tiny stones which have been glued to the card, and are labelled respectively, 'durability,' 'uniformity,' 'reliability' and 'quality.'"



An Advertising Success.

"THE REVIEW OF REVIEWS. How fast it is forging to the front. It will be a leading advertising medium within one year. You'll make money by it. It has in it the making of one of the greatest literary successes of the century."

—From "PROFITABLE ADVERTISING" for August.

Publication Office, 13 Astor Place, N. Y.

THE LADIES' WORLD.

October: Over 300,000 copies. Rate, $1.50 per agate line.

November: Over 300,000 copies. Rate, $1.50 per agate line.

December: Over 400,000 copies. Rate, $2.00 per agate line.

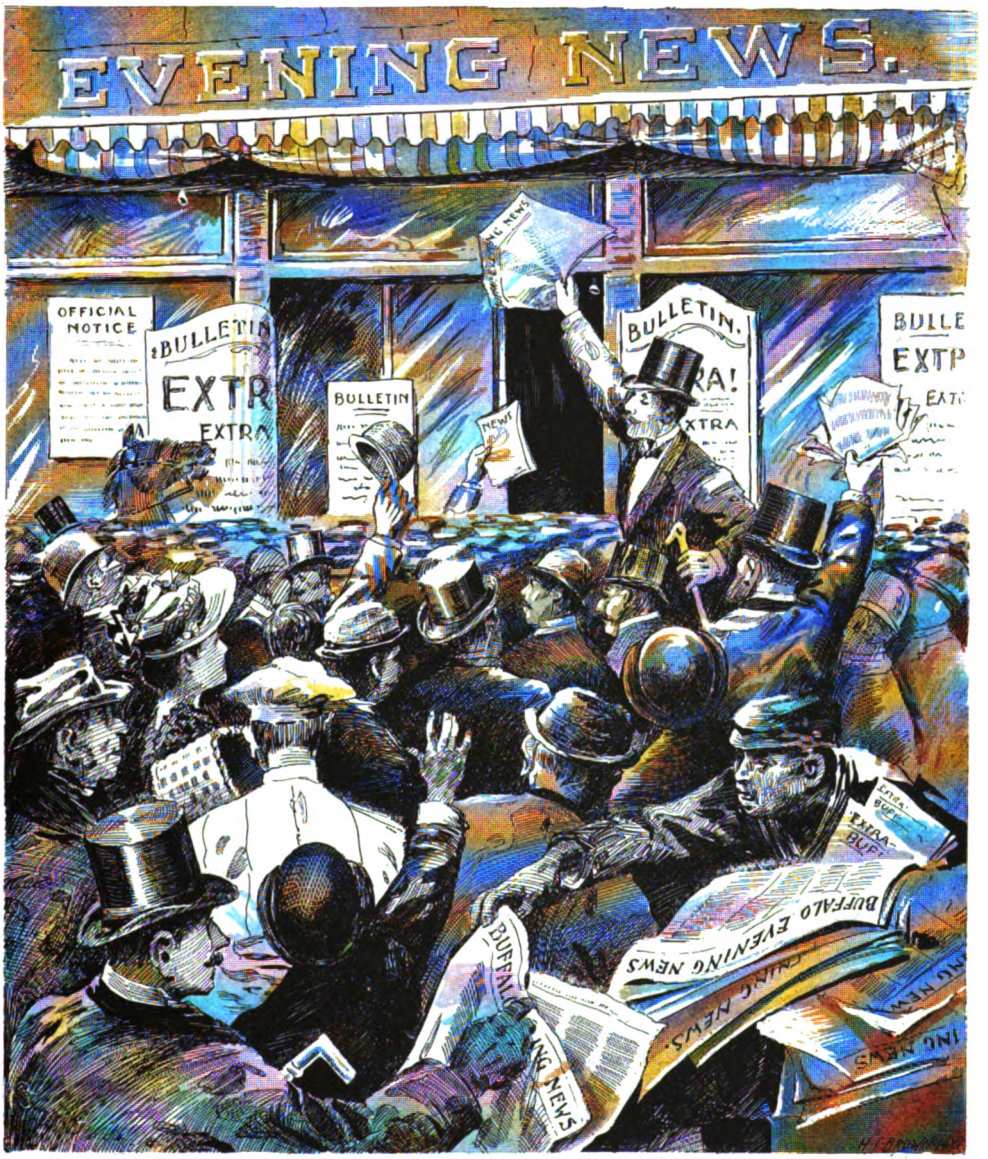
YOUR ADVERTISING

If included in a six months' order, will be received at the regular rate of $1.25 per line, less a discount of 10 per cent.

Space of the agencies. Oct. forms close Sept. 10th.

S. H. MOORE & CO., *Publishers*,
27 PARK PLACE, NEW YORK.

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BUFFALO NEWS.

J. AMBROSE BUTLER, Business Manager.

T. BOGGS EIKER, Special Agent,
TRIBUNE BUILDING, NEW YORK.

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SCRIBNER'S MAGAZINE

October, November, December.

These three months cover the period of the year when the largest amount of advertising is done. It is the time to use the best mediums. We have had many reports as to the value of Scribner's Magazine from advertisers of almost everything, from tooth-brushes to pianos, from doll's carriages to coaches; of jewelry, china, bicycles, heating apparatus, typewriters, soaps, perfumes, laundry tubs, bath tubs, real estate, and what not —all of whom seem to be satisfied that no periodical "averages up" better in results.

PRICES.

On all orders placed *before October 1st,* and not covering a period of more than one year from December, 1891.

One page, . - - - - - - -	$150.00
Half page, - - - - - - -	80.00
Quarter page, - - - - - - -	45.00

Less than a quarter page, $1.00 per line.

DISCOUNTS:		
	3 months, - - - -	5 per cent.
	6 " - - - -	10 "
	12 " - - - -	20 "

ON OCTOBER 1st THESE RATES WILL BE ADVANCED.

COMIC POSITIONS.

Each month a number of original comic drawings by well-known artists are distributed throughout the advertising pages. Advertisers will appreciate the value of these sketches.

Positions adjacent to comic sketches, 25 per cent extra.

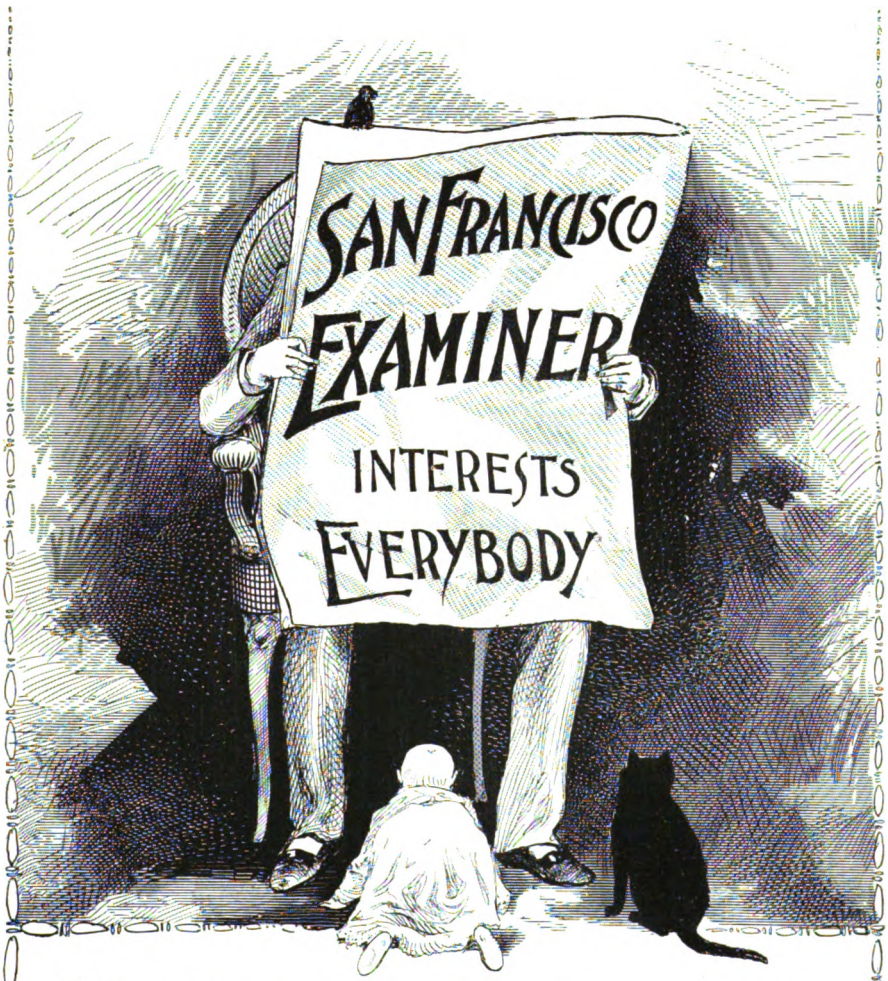
Average circulation for past six months, 121,100.

Address,

CHARLES SCRIBNER'S SONS,

743–745 BROADWAY, NEW YORK.

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Daily and Sunday Edition Circulation over 57,000.
Weekly " " " 65,000.

THE PAPER OF THE PACIFIC COAST.

W. R. HEART, Editor and Proprietor.

C. M. PALMER, Business Manager.

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ART IN ADVERTISING

THE CAMPAIGN PULSE OF 1892!

ALREADY **Judge** is feeling the effects of the approaching Presidential campaign by increased sales. Wise advertisers are *getting in* out of the wet.

WILLET F. COOK, Advertising Manager,
110 Fifth Avenue, New York.

Dodd's Advertising Agency, 265 Washington Street. Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

THE AGENTS' GUIDE.

ABSOLUTE CIRCULATION, **60,000.**

I will forfeit $100 if the circulation every issue for the past ten months cannot be shown to be in excess of **60,000** monthly.

Send for sample copy.

GEO. W. CLAFLIN, Publisher,
122 NASSAU ST., NEW YORK CITY.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

Kate Field's Washington! **Do you advertise in it? If not, why not?**

39 CORCORAN BUILDING, WASHINGTON, D. C.

EVERY LIVE ADVERTISER SHOULD USE

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

WILLIAM L. MILLER, *Mg'r Advertising Department.* 110 Fifth Ave., New York.

THE GRAPHIC.

America's Popular Illustrated Weekly.

The Journalistic Success of the day: A Peerless Medium for Advertisers.

THE GRAPHIC COMPANY,
CHICAGO.

THE COLLEGE PAPERS

pay some advertisers well.

Complete list with rates on application.

"Copy" must be in by Sept. 19th.

F. W. NOSTRAND,
51 Tribune Building, New York.

$30.00 Per Day our agents make taking advertisements from leading firms for our **"Guest Call,"** which is put into hotels **FREE.** Write for an agency. You don't need experience to make big money working for the **Ransom Electric Guest Call Company, Minneapolis, Minnesota.**

OUR BOOK TABLE.

WE have been looking over the bound copies of Volumes I. and II. of ART IN ADVERTISING, a paper published in New York on coated paper and an original cover every month in the year. We fear that we have never appreciated the real value and entertainment to be secured from this handsome volume, and we are afraid we never shall unless the demand for the book (260 pages, bound in cloth, price, $2.00) is much larger than at present.

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If you wish to secure a full season's business, do not miss the October issues of ALLEN'S LISTS.

The crops are grand, and a generous harvest is assured ; giving to the farmers and masses of the people a handsome competency for their labor, and placing them in a position to spend money more freely.

An opportunity exists this season that does not often present itself. Those who intelligently profit by it, will make large sums of money.

General advertisers, whose goods are desired, required, or intended for the thrifty rural masses, find ALLEN'S LISTS very profitable.

The verdict of advertisers always show steadily increasing results.

Forms for October issues close September 18th.

ALLEN'S LISTS,
AUGUSTA, MAINE.

A STANDARD PAPER

ATTRACTS STANDARD ADVERTISERS.

James Russell Lowell,* Longfellow, Beecher, Dickens and the late President Woolsey, of Yale College, were among the *New York Ledger's* past contributors.

Tennyson, Whittier, ex-President McCosh, of Princeton College, Mrs. Amelia E. Barr, Robert Grant, Harold Frederic and other leading writers are among the *Ledger's* present contributors.

* Lowell's last poem was in the *Ledger's* Christmas number for 1890.

RESULTS:

H. O'NEILL & CO.,
6th Ave., 20th to 21st Sts.
IMPORTERS
AND
RETAILERS.

NEW YORK, Aug. 13, 1891.

SUNDAY SCHOOL TIMES, PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.
BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.
PRESBYTERIAN OBSERVER.

"We are pleased to state that the results from "our advertisements in THE SUNDAY SCHOOL "TIMES have been better than any other medium "on our list.

"H. O'NEILL & CO.,
W. G. THOMAS."

This being true of "Millinery, Costumes, Dress Goods, Silks, Fancy Goods, Housefurnishing, etc.," why should not you send in your order or inquiry. It will be carefully attended to.

ONE
PRICE
ADVERTISING

Without Duplication of Circulation

HOME JOURNALS 15 BEST WEEKLIES

Every Week Over 275,000 Copies

Religious Press Association, Phila.

Have you "Once a Week" on your List for your Fall and Winter Advertising?

No List should be without

"ONCE A WEEK"

The only first-class paper in the United States with an average guaranteed Circulation of over 200,000.

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THE



BUFFALO TIDINGS.

Illustrated, Bright, Newsy.

FIGURES WON'T LIE! **82,640** COPIES PER WEEK!

That is the number at which the hand on the dial of the registering gauge upon the TIDINGS' fast Hoe perfecting press stands when its issue is worked off.

That the hand will soon reach many more Thousands is now beyond any reasonable doubt.

This means that to print our present edition requires over FIVE TONS of fine white paper.

If the continuous sheet from which we print was extended in a straight line, it would reach over NINETY MILES.

In order to "set up" THE TIDINGS about 1,025,000 pieces of lead have to be handled each week. If one compositor did it his hand would travel close to 500 miles in doing the work.

We mail and receive about 5,000 letters each week.

Our postage bill is about $1,000 per month.

THE TIDINGS circulates among good people, and pays advertisers richly.

For particulars and rates, address:

P. T. BARRY,
General Agent,
98 S. Jefferson St., Chicago, Ill.,

OR

S. CARRUTHERS,
Eastern Representative,
10 Spruce St., N. Y.

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PROVED CIRCULATION
(TRADE MARK)

7,407 ANSWERS.

Talk about PROVING CIRCULATION by P. O. receipts, that is the good old-fashioned way in use by the honest papers that have the circulation that they claim, but in addition to that

THE SATURDAY BLADE

THE CHICAGO LEDGER

have another way of PROVING their circulation, of still greater interest to the Advertiser; the way referred to is

BY THE RESULTS.

The Price Baking Powder Co. received, from one small local run one time in July, up to August 12th, 1891, 7,407 answers, and will no doubt get over 8,000 replies altogether. Proved Circulation Pays. No substitution in "PROVED CIRCULATION."

300,000 Copies Weekly.

ADVERTISING RATES.

SATURDAY BLADE, - - - - - - $1.00 per agate line per insertion.
CHICAGO LEDGER, - - - - - - .50 " " " "
BLADE and LEDGER combined, - - - $1.25 per line.

Apply to any Agency, or the Publisher.

W. D. BOYCE, Publisher, - - - Chicago, Ill.

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The National Builder.



BY THE NATIONAL BUILDER PUBLISHING COMPANY, (Incorporated).
CAPITAL $50,000.
JAMES HANNERTY, President. + GEO. O. GARNSEY, Architect Editor.
NEW YORK. CHICAGO ST. LOUIS.
A Monthly Journal devoted to the Building Interests.
U. S. AND CANADA. $3.00 PER YEAR.
PRINCIPAL OFFICES, ADAMS EXPRESS BUILDING.

Chicago, August 7th 91.

The Gannett Morse Concern
Augusta Maine

Gentlemen
We congratulate you
on the fact that "Comfort" has
reached a circulation of
3



of a million.
Yours Truly
James H Hannerty
President

As we guarantee a monthly circulation exceeding Seven Hundred and Fifty Thousand, our rates will be advanced October 1st. Contracts made previous to that date good for one year at present rates. Space at the Agencies, or of its Publishers, THE GANNETT & MORSE CONCERN, Augusta, Me. New York Office, 23 Park Row, New York.

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IF YOU WANT TO GIT YE'R NAME UP

CONTRACT FOR
C. S. HOUGHTALING'S "HOTE'S"

BULLETIN
WALL
BARN AND
FENCE

SIGN ADVERTISING.

"HOTE" has a national reputation, Honest and Reliable.

"HOTE" paints more advertising than any concern in the world.

"HOTE" owns and controls the best and most prominently located advertising privileges in over 2,000 principal cities and towns.

"HOTE" keeps in service upwards of 40 expert artists and route couriers, painting signs in all sections of the United States and Canada.

"HOTE'S" Advertising Signs placed everywhere, cheap, quick, and to good effect.

"HOTE" refers to HOOD, KIRKS, PRICE, DUKES, BLACKWELLS, ARMOURS, BRANDRETHS, and all other big Advertisers who wisely contract with "HOTE" and only "HOTE" to paint their SIGNS.

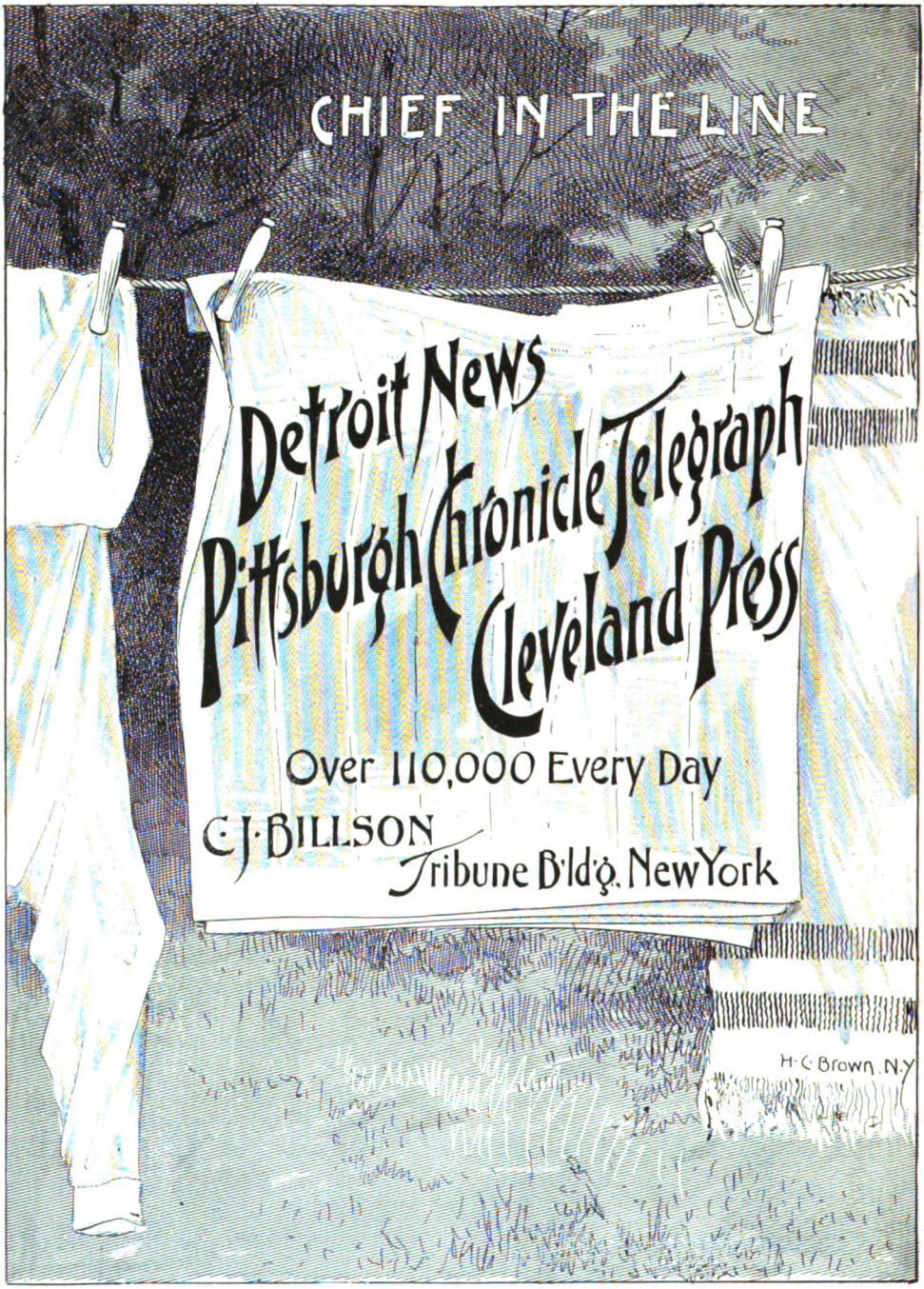
When you Want to Paint your Name up send for "HOTE," C. S. Houghtaling, Manager.

THE NATIONAL ADVERTISING SERVICE,
CONTRACTORS,

74-76 Madison Street,
CHICAGO.

3 Park Place, 34 Murray Street,
NEW YORK.

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Digitized by Google

"'Twas in the Newspaper, and all the World now knows it."

44 YEARS OF GREAT PROSPERITY.

THE PHILADELPHIA ITEM

RATES
"Way Down!"

One-third
of
A Million
Dollars
in
Hoe
Quadruple
Machines.



CIRCULATION
"Way Up!"

A
Fortune
Invested
in
Printing
Presses,
but
"It Pays."

"One of the Four" dailies in the U. S. regularly exceeding 150,000 according to the highest authorities.

RECORD FOR SIX MONTHS.

From Jan. 1, 1891, to June 30, 1891:

Total of all issues for six months,	33,796,815	Daily average for six months,	180,186
Total for 155 week day issues,	27,928,906	Sunday average for six months,	182,338
Weekly average for six months,	43,352		

CITY OF PHILADELPHIA, } *s.s.*

Personally appeared before me the subscriber, JOHN F. POLE, Magistrate of Court No. 10. of said City, HARRINGTON FITZGERALD, who being duly sworn, according to law, doth depose and say: that he is the Manager of *The Philadelphia Item*; that to the best of his knowledge and belief, the above table correctly shows the circulation of *The Item* from January 1, 1891, to June 30, 1891, inclusive, and further deponent saith not. HARRINGTON FITZGERALD.

Sworn and subscribed before me, this 5th day of August, A.D., 1891. JOHN F. POLE, Magistrate of Court No. 10.

48 TRIBUNE BUILDING, New York.

S. C. BECKWITH, Sole Agent Foreign Advertising,

509 "THE ROOKERY." Chicago.

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THERE is nothing to go on the back, to go in the house, to go on the table, or in fact in any department of human necessity or luxury that does not find an appreciative class of buyers in the THREE TELEGRAMS. *The known Circulation is over 300,000, and it comprises the very best families in New York, Pennsylvania, New England and Vermont.*

A. FRANK RICHARDSON.

Tribune Building, New York.

Chamber of Commerce, World's Fair.

BURR PRINTING HOUSE, FRANKFORT AND JACOB STS., N. Y.

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ART IN ADVERTISING

FOR

OCTOBER, 1891.

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10 Cents a Number. $1.00 a Year.

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WELLS & RICHARDSON CO.

INCORPORATED 1887.

WHOLESALE DRUGGISTS.

PROPRIETORS OF

DIAMOND DYES. PAINE'S CELERY COMPOUND.
IMPROVED BUTTER COLOR. LACTATED FOOD.

London. — *Montreal.* — *Sydney.* 125 to 133 College Street.

Dictated by W. B. JONES.

BURLINGTON, VT., SEPT. 10, 1891.

ALLEN'S LISTS,

AUGUSTA, MAINE.

Our year with ALLEN'S LISTS has proven that they are economical mediums for our use, and our opinion of them to-day is much different from what it was twelve months ago. Then, we thought if one wanted to give away things, he could do it through ALLEN'S LISTS, but the answer would come chiefly from "reply fiends."

Mr. McLellan's persuasions and the statements of other advertisers' opinions led us to place a test advertisement, and this proved so successful that we gave him an order for 500 lines to be used within a year. Our satisfaction with the result is best shown by the fact that we doubled our space in the summer time.

This was due largely to the replies from an advertisement in the spring, when ALLEN'S LISTS brought us as many satisfactory responses as half a dozen ladies' papers, whose combined circulation and rates are higher than yours. *The replies that we get come from an intelligent, well-to-do class of people, and what is better, those that are influenced through advertising to buy goods.*

Sincerely yours,

WELLS & RICHARDSON CO.

*** A trial is convincing to the most conservative of the great business houses of the tremendous permanent constituency of the periodicals of ALLEN'S LISTS among the livest of the well-to-do country and village population all over the United States. Tens of thousands take no other paper at all. Hundreds of thousands take only their local paper in addition.

Forms close the 18th of each month prior to the date of the periodicals.

ALLEN'S LISTS, Augusta, Maine.

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ART IN ADVERTISING

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

VOL. IV. OCTOBER, 1891. NO. 2.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

IDEAS WANTED.

ONE hundred dollars is not an enormous sum, but if earned in a few minutes, or in a few hours, it is good pay.

We offer this sum for the best contribution sent to this office before December 31st, 1891. We are not particular as to what sort of contribution it is, but in a general way may be any of the following:

An article (not over 1500 words).
A suggestion for a series of articles.
A clever illustration—original design.
An idea for a cartoon—(or complete drawing).
A plan for interesting new readers.

We have no wish to limit the competition to these subjects, but mention them merely to give definiteness to the offer—no suggestion which could be serviceable to this publication is ruled out.

Everything submitted will be treated confidentially, and anything we cannot buy will be returned to its owner. In case a plan or suggestion should take the prize and practically the same thing be suggested by two or more people, the first one received shall have the preference.

BE SURE YOU ARE RIGHT, THEN GO AHEAD.

OUR editorial heart goes out in sympathy to the young man who is about to commence life on his own account. None knows better that a single mishap may precipitate him to a front rank in the Bloody Angle where he is likely to enjoy canister at ten yards for a good part of his life. One of the inimitable laws of nature is that a moat floats in a sunbeam no more easily than the earth turns on its axis, and success in a great measure depends on a young man choosing that occupation which by reason of his natural ability and inclination he is best adapted for. But this world is full of misfits, and when a stream starts to go up hill it doesn't get far.

The worst paid profession in New York today, taken as a whole, is book-keeping; yet an advertisement for an office boy, from which the book-keeping fraternity is recruited, will simply overwhelm you with applications. The young man who is willing to spend a life-time recording the work of others deserves his fate, were it not that frequently the error is discovered too late to be rectified, and the world loses perhaps a great inventor, a great financier or a great journalist, all sunk in the maelstrom of double entry!

Another man sells tape, tidies and buttons in one of the great marts on Sixth Avenue at $12 a week. The floor-walker, with all the pomp and circumstance of an Alexander or a Cæsar (at $15 a week), eyes him scornfully when he fails to sell a $27 article that has been marked down to 99 cents. Both men are to be pitied. We have no humor for so wretched a sight as a

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full-grown man wasting his time in a belittleing position in a retail dry-goods establishment. If you are in there, young man, get out! Don't wait one single second! More lives have been lost in the retail dry-goods line that at sea.

It is frequently the case that men have grown up to occupy such a position simply because they started that way and never thought that they could have done better in some other business. One young man writes notes for some country paper for fun, and his work attracts attention. It never occurs to him perhaps that the publishing business is the business for him. By and by the dull season comes around and he is laid off, and he accepts the editor's invitation and goes up and sees him. What is work in the editor's room is only fun for him, and he finally catches hold of the fact that hitherto he has missed his vocation. It is astonishing how quick a man climbs the ladder of success when he strikes congenial work; everything yields before it—lack of capital, lack of experience, lack of acquaintance, all yield to congeniality and push. These things all follow, and follow quickly; the great part is, that the moment a man has found the part in the Creator's plan for which he was designed, the stream starts down hill again, as it ought to do.

There are few men who are not particularly adapted for something, but the trouble is to connect. An indicator may be found in the bent a man's inclination takes after business hours. It may be the study of carpentry, building, drawing, architecture or literary work. If you find yourself naturally interested in any one direction, make it your life business. There is money in everything, but the thing is to get it out.

To the young man who is undecided, let us beg of him to select something useful; something that will add to the comfort and convenience of the whole human race; something that will warrant him in giving up his lifetime to it. If possible, be the manufacturer of the goods you sell. Bear in mind always the permanence of the useful. They remain alone, after the man himself is forgotten. The Tomb of Moses is unknown, but the traveller still slakes his thirst at the Well of Jacob. The columns of Persepolis are mouldering into dust, but its cisterns and aqueducts still remain to challenge our admiration. Of the ancient architecture of the Holy City not one stone is left upon another, but the Pool of Bethesda commands the pilgrim's reverence at the present day. The Temple of the Sun of Tadmor in the Wilderness has fallen, but its fountain sparkles as brightly in his rays as when thousands of worshippers thronged the lofty colonnades.

These are facts of history, and history repeats itself. The Suez Canal will endure after France herself has perished. Gutenberg, who invented printing; Morse, telegraphy; Edison, the electric lamp, and Bell, the telephone—these are names that will live when the nations that gave them birth shall have passed away from the eyes of men.

Therefore, young men, forget not the importance of usefulness. We shall from time to time print articles by and about men who have succeeded in their work, and shall endeavor to show why they succeeded.

LITERATURE IN THE WEST.

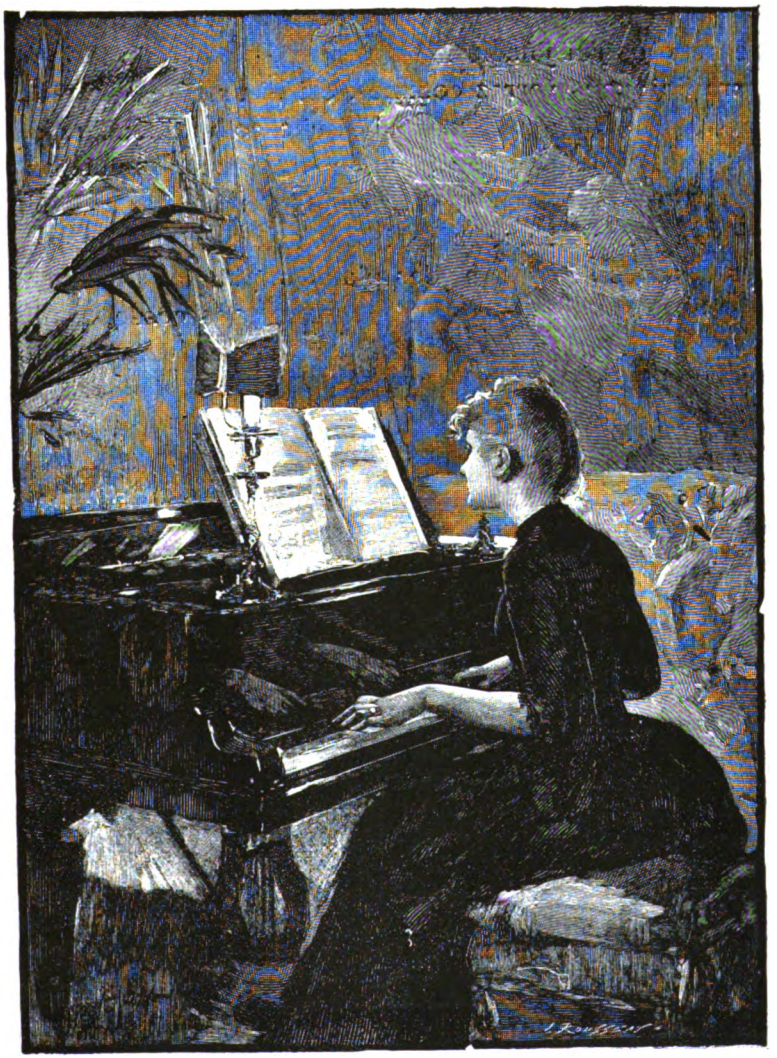
(*From the Northwestern Magazine.*)



SIZING HER UP.

Miss Gaunt: I want a quarter of a yard of ribbon elastic.
Sarcastic Clerk: And will that be sufficient for a pair of garters, Miss?

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"Why will you struggle so with that music, Ethel?"
"Oh, I am trying to settle an old score, that's all."

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WHAT MAKES A GOOD SOLICITOR.



E have always combatted the popular theory that assurance, backed by supernatural energy, makes the best advertising man. We are glad to be able to print the opinions of some of the most experienced men in the world on this subject, and the value of their contributions to the young solicitor cannot be overestimated.

MR. L. A. SANDLASS, who dispenses the advertising for St. Jacob's Oil, says :

"A solicitor for advertising ? Many qualifications ; necessarily an experienced man ; an experienced 'newspaper man,' for while any clever man may 'talk well,' only an experienced man can 'talk sense' on such a subject. That which *impresses* best and *persuades* the most is the certainty that the man talking knows what he is talking about. Circulation being the basis of the trade, only a well-established medium is worthy of a good solicitor. Advertisers do not buy space on promises 'talked up,' they want value laid down squarely. An inexperienced solicitor would be silenced by the experience of a large advertiser —hence, an experienced man of pleasing address ; never a bore and never 'a stick ;' talks surely and intelligently ; reasons from experience and argues by comparison ; he has force not fustian ; sense not solder. Such qualities come from knowledge, they are made brighter by good address. They are the qualities of a man, not of a youth. 'Unlimited assurance' is generally only the burnish of brass, and never holds the 'shine' long. 'Great energy' behind such is a wasted motive power."

MR. AZARIAH SMITH (one of the salt of the earth), who is as good to advertising men who visit Houghton, Mifflin & Co., Boston, as though they were all big customers, says :

"I should say that the most desirable qualities for the *best* success of a solicitor for advertising are intelligence, energy, tact, and gentlemanliness. 'Unlimited assurance' certainly leads to success in not a few instances the first time the agent calls, but judging from my own experience, the success is limited to the first time. The most successful agents who have ever solicited advertising from me are those who present good mediums, who understand the class of people among whom their mediums circulate, who understand also the character of the books we publish, and who, having offered the space or positions which they have to offer, refrain absolutely from any urgency."

MR. M. M. GILLAM, who has charge of the advertising of John Wanamaker, has this to say of solicitors, who appear by his description to be mostly Philadelphians :

"The advertising solicitor who succeeds best with me is neither wildly energetic nor overflowing with assurance.

"If he quietly and clearly tells me *why* he thinks his medium would be good for the house to use, he has done all that weighs in my mind. It nettles even me to have a solicitor try to teach me my business—no matter how able he may be to do it.

"With my present lights, if I were beating the bushes for advertisements, I'd go softly, loaded to the muzzle with reasons, and be sure to know the drift and scope of the business I solicited. Show a business man *how* an advertisement will help him, and the battle is won, nine times in ten.

"As a rule, the solicitors who come to me know almost nothing about our business, except that it is tremendously large. They assume that I am ready to advertise in anything and on anything. Every schemer for advertisements from mid-West to mid-East apparently begins with the notion that he can 'get Wanamaker.' For every one of that breed that I tenderly snuff out two new ones seem to arise."

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MR. E. W. BOK, of the *Home Journal*, who is supposed to be an editor chiefly, but who was once a distributor of advertising, says :

"I believe that in addition to those qualities of politeness and consideration which we expect to find in any man of business, that a solicitor in advertising is successful just in proportion as he possesses the following qualifications :

"First. A thorough confidence in the value and practicability of what he offers.

"Second. The power to impart that confidence to the advertiser.

"Third. The skill to enter into the business of the advertiser, and clearly demonstrate to him how he can extend his business with profit to himself through advertising.

"Fourth. A strong individuality.

"Fifth. Ready speech.

"Sixth. The art of saying just enough, but not too much.

"Seventh. A thorough appreciation of the truth that business secured upon any but the most honorable basis may seem to be a temporary gain, but is sure to be a future loss.

"And so one might go on *ad libitum*, but then we should make a perfect man, and that is hardly to be looked for in an advertising solicitor."

MR. MORITZ EISNER, who dispenses printed matter concerning Carlsbad Salts and Malt Extract from his Barclay Street laboratory, says :

"In my opinion, the medium which the solicitor represents is of the main importance to the advertiser. Energy and a certain amount of assurance are very good qualifications, but without the right medium it will be hardly of any effect with the shrewd advertiser."

WHEN the solicitor goes to Boston, about the first advertiser he thinks of talking to is the piano firm of Ivers & Pond. He is told to see Mr. George A. Gibson. He will be glad to know how this gentleman regards him :

"Energy, patient energy, ranks first. It is to all the rest what Paul says love is to faith and hope ; without it all is nought. Assurance ? Yes ; that sort born of the marriage of Character and Grace (not grease) of manner. Not to pun, such energy and assurance are chin and check, but the successful solicitor must have eyes—perception—to range wide fields and detect animation among inert matter ; for he must know how to pick out the live customers from the dead. Then for a nose—discrimination—to readily detect the flavor of those approached—whether his kind of meat or not.

"Ears, too, are needed—comprehension—not deaf to but hearing what the merchant knows, and even the merchant's 'No ;' for the solicitor should not waste time with one who needs other mediums more than his, but should start for another base—and lively now !

"But all these features are an empty mask unless backed by large circulation of the right sort.

"If the expression 'In God's image' has any significance, man's organism corresponds exactly, function for function, with all usefulness in the world's affairs ; fit then a body to this head and call him which you like, a well-rounded man or a successful solicitor."

MR. E. O. STANLEY, the treasurer and advertising man of Pond's Extract Co., says :

"It would seem to me that the qualities desirable for the success of a solicitor for advertising are, *first*, ability to inspire an absolute confidence in his statements. I believe that the ability to convince of truthfulness does not exist without honesty itself, and most frequently does not exist with it. Distrust of the statements of advertising solicitors is so general that if one can convince the advertiser that he is telling the truth, he has already scored many points in favor of the periodical which he may represent. *Second*, a thorough knowledge of his periodical and the field which it is supposed to cover, so that he is able to tell, with an apparent certainty of knowledge, not only the class of readers which it reaches, but especially if the field be one removed from his customer's vicinity, the characteristics of the locality, its growth, its industries, its needs, its possibilities, its future. *Third*, he should be able to meet

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every twist and turn which the advertiser may suggest in figures or in form of contract."

MESSRS. LYON & HEALY, who are said to do the largest music business of any concern in the world, have a clever man by name Benjamin H. Jefferson, who selects the mediums. He writes :

"I do not class great energy or unlimited assurance very high in the list of desirable qualifications for an advertising solicitor. As a practical canvasser and employer of solicitors, as well as from experience gained in placing advertising, I think the greatest factors of permanent success are a clean, straightforward personality and an intelligent sympathy with the aims of the possible customer."

MR JOHN E. HEATON, of the Imperial Granum Co., of New Haven, says :

"Energy, perseverance, politeness, and assurance are certainly necessary qualifications for the successful solicitor of advertising."

MR. J. E. POWERS, who did much to help to make John Wanamaker famous before he became a member of the Cabinet, writes :

"You tell me that there is a popular impression that great energy and unlimited assurance are the qualifications necessary for success in a solicitor for advertising, and ask for a few lines on the subject.

"Energy—yes, but concealed assurance—no.

"I should say the first requisite brought into use is a personal appearance, manner, address, to inspire confidence in one's truthfulness, or (to use a larger word, if the reader will give it its weight) respectability. This is to get a hearing. After one has got his hearing—the beginning of it—he had better keep on using what got it.

"When I was a dispenser of advertising, I received all comers with my best politeness for thirty seconds. If in that time one showed me that I was not likely to deal with him to advantage, I let him see that I was through ; if he did not go then, I let him see that I wanted my time ; and when I wanted it and did not get it promptly, I made him see that I wanted it.

"Not all advertisers are so accessible. That, of course, is a mistake, but that is not your subject. In dealing with advertisers as one finds them, one's business card is of considerable importance ; it is, in fact, his manner before he has the chance to show himself sometimes. What is true of his manner applies to his card. I would not if I could write anything to help the bumptious intruder 'come it' over his victim, but would gladly incite the man of mistaken zeal to substitute discretion."

MR. W. S. DOUGLAS, of Ladd and Coffin, the perfumers, and certainly the most generous advertisers in that trade, says :

"Good advertising agents or solicitors are born, not made, and it is very easy to pick them out, for their name is not legion. They are clean, honest, gentlemanly, and generally represent mediums that are good of their kind. They know whether these mediums are suitable for the particular advertising they are after, and use the knowledge. They get the confidence of their prospective customers, and do not abuse it, have plenty of energy and pluck, but are not obtrusive, and are generally prosperous and happy."

MR. MURRAY W. FERRIS, who has made "Good Sense Corset Waists" profitably known, says :

"We think the same qualities are required in an advertising solicitor that are requisite in selling any legitimate line of goods—*i.e.*, politeness, truthfulness, and the faculty of presenting the best side of his case in as few words as possible.

"'Great energy' is a good thing, but the solicitor must not mistake his great 'blowing' for great energy.

"As for 'unlimited assurance,' it has no place with any gentleman, and can have no place with a successful salesman or solicitor."

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To MR. L. M. MYERS, the able dispenser of the Hostetter Bitters advertising, we owe the following interesting *résumé* of a good solicitor's best characteristics :

"The most essential qualifications requisite in a successful solicitor of advertising might be summed up in two words—namely, truthfulness, intelligence. Both should be stamped upon his countenance, and added to these requisites, if he be a man of pleasing address, modest and genteel, his stock-in-trade is pretty well established, and we are ready to do business with him.

"Few men in public life occupy a more important position than the legitimate solicitor ; in fact, his position is a dual one in every respect. He not only represents his employer, but is really the agent of his customers as well, and if he is sincere in his labor, he will work just as hard for the success of the advertiser as he does for his own house.

"A most important factor in his make-up is an intelligent knowledge of the needs of the advertiser, enabling him very often to act as an adviser in event of its being asked for. You suggest the idea of 'energy and unlimited assurance.' It is proper to be gifted with energy, and to exercise it ; unwarranted assurance is to us very objectionable, and will not win with the advertiser who is presumed to understand his own business."

MR. WARD, who is almost as famous as the Sapolio he pushes, says :

"You ask me what qualities are most desirable for the success of a solicitor for advertising. I naturally turn to the long line of eminently successful men in that business :

S. C. Beckwith—prompt, earnest, shrewd.
A. Frank Richardson—hearty, bold, straightforward.
C. C. Murphy—energetic, sharp-cut, direct.
W. W. Hallock—solid, prudent, exact.
George P. Rowell—unkent, unseen, unfathomable.
Major H. N. McKinney—masterful, adaptable, thorough (I hear that the Major fishes with a fly. The boys can certainly take points from him.)
Lyman D. Morse—international, bustling, social.
J. Walter Thompson—accurate, arithmetical, anxious.
J. C. Hill—jovial, confident, honorable.
Henry Bright—attentive, aggressive, ambitious.
Herbert Booth King—jester, claimant, contriver.
R. R. Remington—reasonable, resolute, responsible.
Max Fischer—cosmopolitan, theoretical, [illegible].
J. B. Eiker—quick, devil-may-care, audacious.
C. J. Billson—ambitious, well dressed, good-natured.
A. H. Seigfried—solemn, self-satisfied, sedate.
George Batten—industrious, pertinacious, regular.
J. E. Van Doren—quiet, thoughtful, reliable.
E. H. Masters—staid, experienced, patient.
J. A. Richards—amiable, industrious, ingenious.
S. S. Vreeland—sincere, precise, deliberate.
N. M. Sheffield—tenacious, stolid, cool.
J. F. Hackstaff—nervous, rapid, impulsive.
Sidney P. Palmer—serious, dogmatic, concise.
Frank Seaman, R. R. commissioner—urbane, animated.
H. M. Carleton—eager, hasty, enthusiastic.
F. K. Misch—spry, keen, alert.

"All these various and opposite qualities, yet they 'get there just the same.'

"However, I think quick sympathies and evident sincerity the characteristics for a successful solicitor. More business can be driven away from an advertising agency in a month by too strong a tendency to shrewdness, or even sarcasm, than ten good solicitors can bring back in a twelvemonth. Don't be too sharp. Let the other fellow have credit for some sense and a chance at a share of the side of bacon."

EDITOR ART IN ADVERTISING :

I sit in Mr. Ward's private office assisting him in the foreign department of his work for Sapolio, and from my experience among salesmen on the road, and from what I notice of those who visit him, I should say that the best have these characteristics :

Independence (not too anxious), self-reliance (without conceit), tact, patience and politeness, good temper, common-sense.

A man without education can be master of all these qualities, and a man of the greatest education may be lacking in one half of them.

Yours truly, LEWIS H. LIPMAN.

SIXTY-THREE answers, I am told, were received by Mr. J. H. Goodwin in response to his advertisement offering one hundred dollars for one hundred words. The successful advertisement appeared in the columns of this month's *Office*, and has brought out a number of comments. I am free to confess that in my poor judgment Mr. Goodwin can easily write an advertisement himself that would be out of sight compared with this prize one.

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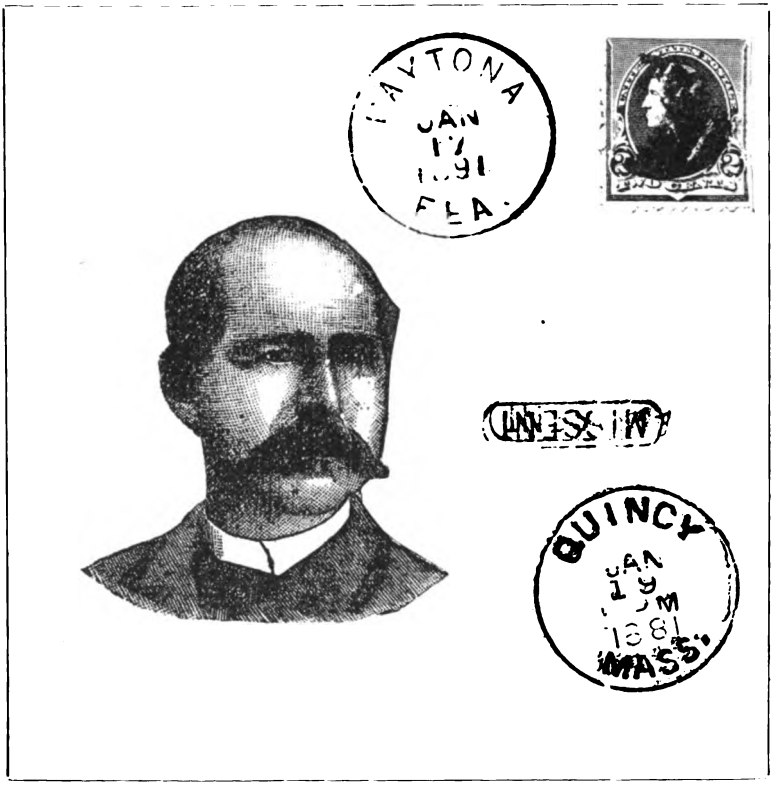
SOME FAMOUS ADVERTISEMENTS,

AND HOW THEY ORIGINATED.

A FAMOUS advertisement means that its possessor has acquired a fortune, little or great, through its work, and the people who are interested in advertising at all are trying to strike some idea by which they may go and do likewise. We propose to print from time to time the history of some of these advertisements, and an account of the manner in which they came to life—in most cases by the inventor himself. We are indebted to Mr. W. L. Douglas, whose face is known wherever newspapers or magazines are read, for the following narrative :

"When I first began advertising I had no real idea of a Trade Mark except such as were in general use, such as a shoe, which seemed to me at that time the only thing I could use ; but after my advertisement had been before the public for a short time it struck me very forcibly that something must be originated to identify my line of goods so that the public might be able to distinguish between my goods and those of my competitors.

"I remember very distinctly the first time I thought of using my portrait, and how I came to take it as my Trade Mark. My mind ran over the broad field of Trade Marks in use, and P. T. Barnum came into my mind. The thought struck me very forcibly, as he had used his picture successfully and had been a prosperous advertiser. These thoughts came to my mind in the hours when I should have been asleep. In the morning I arose and departed for Boston immediately with my photograph. Mr. Miller was at that time manager of S. R. Niles's advertising in Boston. I told him what I had made up my mind to do; he at once had an electrotype of myself made, and



Fac-simile of Envelope Received Safely by W. L. Douglas.

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we tried the experiment in the Boston papers (the *Herald* and *Globe* I think were the first two papers we placed it in). I sent a postal card to all of my trade in Boston to ascertain from them their opinion as to its value as an advertising Trade Mark, and my replies were so satisfactory (more so than I anticipated), that I ordered at once my picture to appear everywhere my advertisement went throughout this country, and have kept it up to the present time. I believe it has been the means of my great success in advertising, which I admit has been very satisfactory."

Perhaps Mr. Douglas had in mind the wager made at an English club as to who was the most famous American. One man offered to bet that it was P. T. Barnum, and to prove it proposed to address a letter simply "P. T. Barnum," and stamp it for foreign mail, which he claimed would be sent at once to the great showman. A letter was written, addressed, stamped, and mailed as proposed. It was sent directly to New York, and the next morning Mr. Barnum received it at Bridgeport without the smallest delay.

But Mr. Douglas can beat this. Through the kindness of Mr. A. Q. Miller, who is Mr. Douglas's chief aid in spreading the fame of his benign features, we reproduce on page 32 a curiosity. It is a direct photo-engraving of an envelope which arrived safely at Brockton. It was mailed, as the post-mark shows, at Daytona, Fla., on January 17th, 1891. It arrived at Brockton, Mass., on January 19th, 1891, or about as fast as the United States mail could carry it. The cut is an exact facsimile—there is not one word of direction or suggestion by even the post-office authorities. This indeed is fame, and, as Mr. Miller says, "it ought to assist in helping to make people understand that advertising pays."

PLYMOUTH ROCKS.

ANOTHER New England gentleman who has gained reputation and money by original advertising is Mr. Charles S. Miller, who shocks Beacon Hill, Boston, by making and selling many thousand pairs of Plymouth Rock Pants every day. No doubt his pants are all that good pants should be, but his sale of them has been made in large part through his famous query

DO YOU WEAR PANTS?

He tells for ART IN ADVERTISING the following story of the origin of this advertisement:

"I remember that I was puzzling one day to write an advertisement, and wanted an 'eye-catcher' in it that would attract attention to the 'ad.' and yet be applicable to our business. If you will consider it a moment the question, 'Do you Wear Pants?' is an entirely natural one, and doubtless has been asked thousands of times. The putting of it in a ceaseless repetition—alone by itself—happened to make a hit, and travelled naturally and without cost to us. Our new four-in-hand English drag that travels through the country bears only the company's name in modest letters, yet is constantly saluted by the appreciative small boys with the cry of, 'Do you wear pants?' which is a good test of how the query has been known to be ours alone."

The editor is glad to be able to announce that in the next number two famous catch lines, "Moral: Insure in the Travellers" and "You Press the Button—we do the Rest," will be interestingly described by writers who speak with authority.

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I HAVE been a diligent and interested reader of Mr. Forest Morgan's excellent paper, *The Traveller's Record*, which advertises in a gentle and insinuating way the merits of the Traveller's Life Insurance Co., of Hartford, Conn. Now Mr. Morgan is about as broad-minded an advertising man as I know, yet I find in his paper every month a mortuary tale like the following :

"A yachting party of four men and five children sailed from South Boston on the morning of August 9th for a cruise around Dorchester Bay; the boat was a small one, in charge of an experienced sailor in the prime of life, who had his girl of twelve and boy of eight along with him. Three hours later, while tacking, it overset; the skipper and his children, two other children, and one man were drowned; two men and one child were saved by clinging to the overturned boat, so exhausted that it took a long time to restore them. Every summer has its long and mournful tale of such calamities."

Why he omits the famous "Moral : Insure in the Traveller's" I know not. This sort of paragraph I never could understand appearing in a paper otherwise so telling. It is like an undertaker advertising for fresh corpses for burial.

* * *

OF course one does not expect a layman to understand insurance matters, and I do not claim to do so, but as an advertising man I shall be rash enough to give insurance men some "tips" which I believe to be sound. The man whose business deals with life and death from a purely pecuniary standpoint must necessarily lose his sense of delicacy after a time in speaking of these sacred things. No other theory can explain such circulars as many of the companies send forth. I remember particularly one I received from Mr. English, the wealthy and gifted New York manager of the Berkshire Life Insurance Co., which stated in very forceful language that I had best hasten at once to the insurance doctor for examination, lest when I should one day knock at his door one lung would be found petrified and a kidney or two missing. These are not the words, but the idea was there, and the effect, at least on me, was to make me rebellious against all thought of Mr. English's company for a time.

* * *

WHY is it that insurance companies persist in advertising by these ghastly and tiresome circulars and do comparatively so little straightaway advertising? Even the Traveller's, which I had always looked up to as among the most progressive of institutions, has withdrawn into its shell, judging from the absence of its announcements from the places that were once gladdened by their presence. The work that was formerly done certainly gave the company a standing which nothing else could have given, and I am sure the direct benefit will far outweigh all the tiresome "What is your age—last birthday?" and "What did your grandmother die of?" cards ever sent out to a long-suffering public. If insurance men feel that they really *must* send out cards, let them study some of



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the English and Scotch companies' methods: their cards are attractive at least, and cannot offend or irritate, as most of the matter does which one receives in every mail and confides to the fire with a few well-turned curses.

* * *

DID any of the readers of ART IN ADVERTISING ever try to get into the editorial rooms of a New York daily newspaper? I have, and I didn't want to horsewhip the editor either to start with, but it would have given me great satisfaction to do so after my efforts to see some one in authority. The average business man in New York is willing to see any one who has a proper reason for seeing him; not so with the smallest editor-man anywhere, so far as my experience goes.

* * *

A CALL at the office of the New York *Tribune* is a fair specimen of one's treatment in any newspaper office. You go to the top floor, and



find a small box-stall, where you are permitted to talk to a particularly sad and officiously ignorant boy; he will take your name to John Jones, who possibly holds the all-important position of reporting the arrivals of distinguished visitors from hotel registers; but never a step inside of the sanctum may you go, lest you should steal one of the American tin plates which the paper has secured at enormous expense to prove that the McKinley bill is a big thing. If you are of a patient, long-suffering nature you may get out of the office without the feeling of being snubbed, but it is not likely.

* * *

Now why, Mr. Editor, should you consider yourself so much better than your fellows—or rather, why should you be protected from your neighbors beyond the reasonable lines which other men find sufficient? It would be a positive benefit to you to meet people as others do, and perhaps if you choose to regard it so, it would be just as much to your interest as it is to theirs that your means of personal communication should be as easy as possible.

* * *

EVERY paper in the country gave a full account of the fast trip of the Empress of Japan and of the faster mail train from Vancouver to New York. Of course it all advertises the Canadian Pacific Railroad. The man who runs this road, from placing its bonds to selecting the pattern of the dining-car china, is Mr. W. C. Van Horne. He adds to all his extraordinary accomplishments the ability to get advertising for his road at no expense—the sort of advertising which does the most good. Mr. Van Horne is one of the few railroad men who know the value of meeting newspaper men graciously, and I will prophesy that he will get more mention for his road hinged upon this fast mail than any other man in the business could do—and all without half trying.

* * *

IF this were not an extra number of ART IN ADVERTISING I would be inclined to skip the Substitution question. I long for something newer, and, besides, the subject is elsewhere discussed by another writer, whose position and experience bring to bear a weightier influence than mine. So with a few lines, which the tired reader may skip if he choose, I will cease.

"There is a millionaire in Detroit who manufactures imitation proprietary medicines, even to the

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fac-simile labels. He has grown rich on the product of other men's brains."—*August* ART IN ADVERTISING.

This is a LIE, every word of it.—[Ed. NEW IDEA.

The *New Idea* is a paper, or, more properly speaking, a circular issued by F. Stearns & Co. in the interest of Substitutors and themselves —especially themselves. The following letter is also from the same firm :

FREDERICK STEARNS & CO., MANUFACTURING PHARMACISTS.

DETROIT, MICH., April 24, 1891.

MR. O. J. FAY, Carleton, Mich.

DEAR SIR : Replying to your favor of the 17th, would state that we think the best cough cure such as you desire is our Pulmonic Cough Remedy, which we offer in 6-ounce panels at $2.50 per dozen—$12.50 per half gross. This is offered as a replacer for *Piso's Consumption Cure*, and the formula is similar to the patent preparation. We know it to be an excellent prescription for the purposes intended, and has given the very best of satisfaction.

We enclose herewith a sample wrapper, and awaiting your further advice, we remain,

Very truly yours,

(Signed) F. K. STEARNS & CO.,

Per N. A. TABOR.

* * *



IS to be hoped that Mr. Bok will not think me officious, but for one it would give me great pleasure to see this well-worn initial laid on the shelf. This unmistakable Boston female has appeared in the *Ladies' Home Journal* numberless times to head articles of every sort, from "How to Kill Bugs" to "Securing a Thorough Collegiate Education for Half a Dollar."



HOW A GREAT WEEKLY IS MADE.

I THINK perhaps I can best tell you how a great weekly is made by describing how on one particular occasion a great weekly wasn't made at all; and how a tragic event that deeply stirred the hearts of four million people right in the paper's own home was allowed to pass unnoticed by the hero of a hundred "scoops."

Think of it ! When the great flood at Johnstown startled the country, the news was still hot on the wire when the Associated Press added to their despatches : "*Harper's Weekly* staff passed through here this morning *en route* for the scene of disaster." When all eyes were fixed on Pine Ridge Agency, *Harper's Weekly* came out with a double-page cartoon of the ghost dance, shot from life by their own Remington ; and the story of our last Indian war is nowhere told so graphically as by the pen and pencil of *Harper's Weekly*. It is first in war, first in peace, and first on the news-stands everywhere.

This, then, was the situation on the morning of July 10th, when the explosion occurred on the Central Railroad near Tarrytown. The first news of the catastrophe reached New York, as usual, through the columns of Mr. Arthur Brisbane's *Evening Sun* some two hours after the occurrence. It never reached Franklin Square at all. The management of this great publication is composed of the following gentlemen: Mr. Richard Harding Davis, Mr. R. H. Davis, Mr. Dick Davis, Mr. Davis, and plain Davis. There is also a Mr. John Henry Harper, who spends a good deal of time in the office, and a great deal of money outside of it, but he only "kicks" and sees that his name is blown on the bottle, as it were, of all goods manufactured by the house.



F. B. SCHELL.

The art department is managed by Mr. Frederick B. Schell and Mr. Horace Bradley. The editorial and art departments

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HORACE BRADLEY.

work in conjunction when an article is to be illustrated; in all other respects they are absolutely distinct from each other. On this occasion Mr. Harper bought a copy of the *Sun* on his return from lunch. Mr. Davis also bought a copy of the *Sun*, likewise Mr. Bradley and Mr. Schell. Mr. Davis's copy was bought on the way to a football match, and when his eye rested on the calamity he dismissed it with the thought, "Schell knows that I am away, and he will take care of it." When Mr. Schell glanced at the item he was *en route* to spend a pleasant afternoon with Mr. Harry Fenn, at his home in Morristown. He likewise dismissed the case with the thought, "Oh, Davis and Bradley will look out for that!" Mr. Bradley had also taken a notion to enjoy himself that afternoon, and struck the item in the elevated train somewhere just outside of New York. He knew Mr. Schell was away, but his comment was, "Davis will take care of it." In a little while Mr. Harper went upstairs to attend a meeting which he naturally supposed would be called for the proper consideration of the morning's tragedy. The meeting was unavoidably postponed on account of the weather, which was rather stormy. In the morning, that which was everybody's business proved to be nobody's business. The time that could not be recovered was irretrievably lost. The staff was immediately summoned by telegraph, but each successive hour hastened the time of press going. After extraordinary exertions the staff was collected at the depot of the Grand Central Railroad, but a hurried calculation showed conclusively that all the work would be for nought, and would fail to be in time for the current week's issue. The great weekly was beaten, and the explosion at Tarrytown was passed by in silence.



MR. CASPER WHITNEY.

But as the shadows in a picture only serve to strengthen the high lights, so does an occasional failure serve chiefly to bring out in stronger relief the really important part such a great journal plays in the affairs of our common life.

The bolt of *Harper's Weekly* in 1884 meant far more to its management than was apparent on the surface. Undoubtedly the financial loss was great, but even that was nothing compared with the life-long ties that bound Mr. Curtis and the Harpers to many men whose friendship was thus brought to an end. It requires no words to picture the keen regret which a man of Mr. Curtis's refined nature must have experienced when he changed to other uses a pen that for more than a quarter of a century had done effective work on behalf of a great political party.

Another interesting figure in what I might call the by-gone days is the great cartoonist Thomas Nast. Few men, indeed, have wielded such a powerful influence for good with their pencils, and the terrific onslaught made on Tweed and his ring marked the beginning of the end. Tweed winced under the biting sarcasm of the merciless crayon, and dreaded their weekly appearance more than all the writing. On every news-stand leered his cunning face, and every picture told the story of his

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W. A. ROGERS.

crime in language that the most ignorant of his followers could not fail to understand. The mask was torn from Tweed, and he stood before the people branded as never a man before was branded.

The length of my space is not sufficient to enumerate all the men who deserve honorable mention in connection with this paper. Mr. John Kendrick Bangs, Mr. Scott Flavell Mines, Mr. David Ker, Mr. Casper Whitney (of the sporting department), Mr. W. A. Rogers, Mr. Charles Graham, Mr. J. Durkin, Mr. C. S. Reinhart, Mr. R. K. Munkittrick, Mr. W. T. Smedley, Mr. W. P. Snyder, Mr. Thure de Thulstrup, Mr. Frederick Remington, and a host of others. Especially am I sorry to curtail an account of Mr. John Foord's connection with the paper. I will preserve it for a future article, when I shall endeavor to give a more concise explanation of the organization in its working plans—how a topic is decided upon, how the work is laid out, and how the illustrations are procured.

OLIVER FLOORWALKER.



When Mr. Sapolio Ward illustrates his next advertisement, why not get up something like this, or will Mr. James T. Pearline take the idea?



TRAVELLER: *Oh, what a relief it is to find one's self alone with nature in all her loveliness, where the hand of man has never*



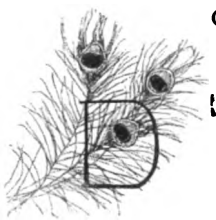
touched!



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THE VALUE OF AN ADVERTISEMENT.

By R. H. Sylvester, Managing Editor Washington Star.



DOES it pay to advertise? This is a strange question. It is something like asking, Does the sun rise? Does the world move? Yet even in this day and generation the question is sometimes asked, and by men who ought to know better. Of course the grand army of advertisers is best qualified to answer it. It is true that money can be thrown away in advertising as in anything else, but the legitimate dealer is not in the habit of squandering much in this way, merely to see his name in print or for the love he bears the printer. He can point to satisfactory and convincing evidences that what he does spend in introducing himself to the public is generally well spent. He may not be able to compute the exact per cent he makes on each separate investment or series of investments, but he judges by results that are infallible, and his experience shows him that there is no boom into which he can put money with the assurance of such handsome returns as in booming his own business, provided he knows how to do it. In well-ascertained instances it amounts to hundreds and even thousands per cent.

THERE is no uniform scale of profits in advertising. Some kinds of advertising pay much better than others. There are different ways of advertising in the same lines of business that pay in different degrees. One merchant may derive more benefit from it than the merchant next door to him. This is because advertising has resolved itself into one of the exact sciences, as it were, and in order to profit by it to the largest extent, a man must be well versed in its methods and mysteries. In other words, there is an art in it that requires genius for its proper utilization, a keen knowledge of human nature, an aptitude for effects, a thorough acquaintance with the laws of attraction and repulsion in trade. All men are not alike gifted in this respect. By going through the advertising columns of a newspaper or other publication, an expert can tell to a certainty which of its various announcements in any given branch of business is most likely to catch the popular eye and become the drawing magnet.

THERE are old-timers, slow-goers, men of the back-number genus in every community, who pooh-pooh advertising as being well enough for some people, perhaps, but wholly valueless to themselves. They rely on their past record, their long standing, and antiquated signboards. But in this bustling, hustling, rustling age of sharp competitions and quick bargains, it won't do to rely too much on prestige or pedigree.

OLD Obed Huggins, of Salem, clung to his "W. I. Goods" sign until it became undecipherable with the wear and tear of years, and died poor, just because of them "pesky fancy grocery fellers," who were going to ruin themselves by spreading their trade before the public in the daily newspapers. But somehow or other they all got rich, while Obed was left in the rear of the procession.

EVEN G. Washington, who, besides being a good deal of an aristocrat, was something of a real-estate speculator, yet who believed in advertising, such as it was in Revolutionary times, would find nothing in a name, and all in push and pluck, were he in business to-day. The dreary solemnity and unrelieved solidity of the notice he gives of a big Virginia scheme in a Baltimore paper of 1773, would cut but a sorry figure in contrast with the inspiring and picturesque advertisements of the modern land-sharp.

IT'S all in the way it is done; not in vulgar extravagance, but in judicious display; in knowing the wants of the people and approaching them in the right spirit, at the right time, and in a manner to win at once both their confidence and attention.

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SOME FINAL WORDS ABOUT SUBSTITUTES.

By Artemas Ward.

DO SUBSTITUTES PAY PUBLISHERS?

IT is high time that the press recognized the true relations between subscribers and advertisers. The proportion of profit and support is largely on the side of the latter. If it is to be left entirely to the editorial force to measure advertiser's rights, they will scorn even to consider a proposition arising from so low a source. Yet I have read editorials in the New York *Herald* and New York *World* which many an advertisement writer would have blushed to acknowledge as his own. To the *Sun* I can stand uncovered and cry, "Behold a god among mortals;" but to many of those who stamp upon the golden grains of advertising as the ox does upon the wheat, I am tempted to cry, "Great beast, dost know that this is golden grain on which you tread, full as needful to mankind and you as you are to them and yourself! Do not swell yourself so much because I feed your double stomach, and enable you to ruminate as you jog along." Advertising space is the backbone of the great majority of the newspapers of the country. They do indeed give space to their advertisers—it is sometimes questionable whether they give the full measure of circulation—but I think it should be still more strongly insisted upon that they give moral support to those who support them.

* * *

WHEN will publishers prefer truth to profit? I may be Quixotic—probably am; but if a manufacturer sent an advertisement to the *National Grocer*, stating that his powder was better than the Royal, I would decline to publish it, just as I did twelve years ago—refused to publish the attacks made by the Royal on other reputable manufacturers. This principle has cost me money, but has never brought me regret. Ninety-nine per cent of the papers of the United States will publish almost anything that a house like the Royal Baking Powder will put out, and not a few newspapers in the United States have prostituted their columns to the service of some petty local advertiser whose card read "Scouro, same as Sapolio," which is even stronger than "as good as." When the advertising columns of the newspapers are edited more carefully such things may be impossible.

* * *

NEWSPAPERS are very careful how they handle political questions. In their own politics they seem utterly indifferent as to how they handle the greater factor of their support.

Advertising manufacturers should require at the hands of the press not only the full measure of space and the full measure of circulation, but full and fair support for honest business methods. The gross advertising of most proprietary articles is larger than the net profits, and therefore the newspapers are the largest stockholders in these enterprises. In defending manufacturers against the evils of substitution, publishers will be really defending themselves and their own interests.

FROM THE MANUFACTURER'S STANDPOINT.

THE great advertiser, by the merit of his goods, by his business methods, by the wide publicity of his announcements, gathers together a universal trade or a national one. Everywhere the greed and covetousness of the age raises up local oppositions, some honest enough, but too generally clear imitations, aiming to keep just within the pale of the law.

The large number of these fleas of the commercial world makes them very annoying, and in no small measure reduces the aggregate results of the manufacturers. This in turn limits the amount paid for advertising to the press.

Manufacturers are much to blame for this condition of affairs. Very few of them have the courage of their convictions. There is law to which they can resort, and Trade-Mark law has made great strides during the past ten years. It is idle for a manufacturer to say of an imitation upon his goods, "It is too trifling to notice; litigation would amount to more than

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the damage possibly can." A manufacturer should defend his trade-mark promptly, as a nation defends its borders. The slightest infraction of his rights should be resisted without regard to cost.

* * *

HAVE manufacturers the courage of their convictions? I fear not, when I consider the number of years in which half a dozen wealthy baking-powder manufacturers have permitted the Royal Company to continue the publication of the parallel bar advertisement which so grossly misrepresents the case. I quote this instance the more strongly because it is the most extreme case on record. The claim is no "just as good as," but "far better."

The Morgans have always been good litigants. The trade-mark cases which they have successfully conducted in the interest of Sapolio are now quoted in every court of law where trade-mark cases are tried. They have not followed, but have led. If other manufacturers were as stout-hearted, Substitution would soon be a dead thing.

Sapolio lately obtained an injunction from the Supreme Court of the United States for the State of New Jersey, against a retailer, who, in reply to an oral demand, supplied to ignorant and unthinking customers an article which in no way imitated the package or appearance of Sapolio. The case was carefully prepared and accurately exhibited to the court, and the decision affirmed the principle that the oral infringement of a manufacturer's trade-mark rights demanded the same class of legal protection which the colorable imitations had heretofore had.

DO SUBSTITUTES PAY THE PUBLIC?

ONE of the questions incident to a general consideration of advertising is, that the buyer pays for it and loses by it. No greater fallacy exists. The street-names at the corner or sign-posts at the cross-roads do not cost the public anything. The public truly pays for their erection, but is amply compensated in the end. The great merit of a universally advertised article is that it saves time and thought by creating a general confidence in the article advertised. The tourist or traveller, whether he lands in Shanghai, Calcutta, Melbourne, New York, or San Francisco, need not waste a moment in deciding that he will have Pears' Soap—at home he might prefer a local brand. The great advertising backed by wide public endorsement, the perfection and economy of manufacture which results from the long and aggregated sale, is a great benefit to the community at large. The buyer of substitute articles has about four chances out of five that he will not be served as well; he must waste time in considering the new article, and will even use it with an uneasy mind. Great things cannot exist without great reasons for their existence. A sham or a fraud may be advertised into a short success, but the alembic of public opinion will soon separate the dross from the gold. Physicians may rant against this principle, but it is true; they may assert that science progresses only in the regular schools, but the public will not believe it; it points confidently to the modern Soda Fountain, where more medical relief is supplied in an hour than was dreamed of from the days of Æsculapius down to the eighteenth century.

Franklin advised men to buy from the man who advertised. The chances are two to one in favor of the buyer. Large dealings bring into play large resources, large economics, large experience. All these are on the side of the great manufacturer. On the other side stands the little pirate growling at his shop door, "I cook as well as Delmonico, but he gets the trade." Poor fool! Nine times out of ten he does not even know what good cooking is.

* * *

BUT will the buyer ever be above acting as party to a fraud? The rage for cheapness argues against it. Every family seems inspired by a desire to get $2,500 worth of life out of a $2,000 income, without stopping to realize that fraud or wrong or injustice must produce that extra $500, whether it be wrung from the poor fingers of the needle-woman, deducted in unjust discounts from a tradesman's bill, gained by usury, or secured by deceit. Under these conditions the offer of a cheap substitute blinds the mental vision of countless thousands.

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RAILWAY ADVERTISING.

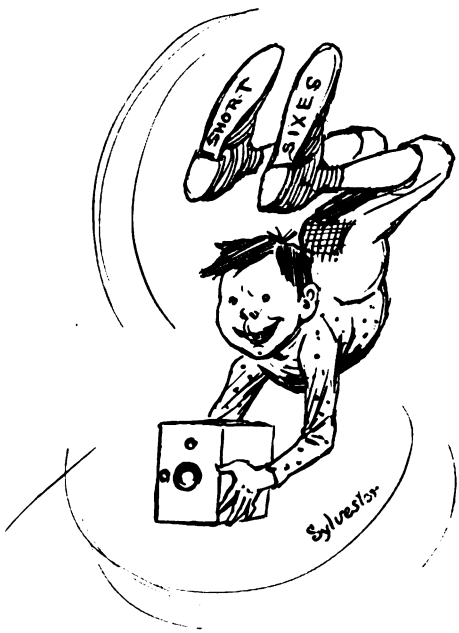
R. INGALLS, of the Big Four and Chesapeake & Ohio roads, when in the city, last week, remarked to the *Indianapolis Journal* that he thought the railroad companies were making a mistake in not properly advertising their lines, and he intended, as early as practicable, to establish a Big Four and C. & O. advertising bureau. About eighteen months ago the Pennsylvania Company took steps in this direction, and has done all its advertising of late through the newspapers, and the results have been very gratifying to General Passenger Agent Ford and his subordinates. The *Railway Review*, in its last issue, contains a very well-written article on the matter of properly advertising a railroad, its advantages, attractions, etc. The gist of it is that merchants in large cities, in order to catch the trade of buyers in a million people, spend annually ten times the amount expended by railways to get the favor and good-will of ten million people. A casual examination into this matter will demonstrate that a larger expenditure to attract business is made through the dead-head system than is spent in direct appeals to the travelling public via the medium of newspaper work. Special fitness is required for the proper running of the road. Men are chosen and given large salaries solely for the reason of recognized worth; but although thoroughly equipped in every other branch of service, the so-called progressive railway is still without the invaluable aid of an advertising bureau in charge of a capable head or chief. The writer says: "I know of several roads, whose equipment in every particular is almost a dream of Aladdin's lamp in magnificence, passing through scenery unbounded and unlimited in sublimity and beauty, a panorama of delightful restfulness to the eye, speeding by pictures painted by nature in her most brilliant colorings—yet a morning train, consisting of not more than four coaches (and often less) is only fairly filled, and a corresponding train at night has scarcely twenty passengers. Why, these roads could fill their coaches and compel erelong the running of trains in sections, if they would but organize an advertising department on a practical basis. There are plenty of men capable of bringing business to a road after a little training. Managers will cut, slash and dash for a theatrical troupe of twenty persons, and then blow about it as a big thing. If they would spend the same energy in advertising their line to the people on or near the line or connecting lines, they would gain a larger troupe at full rates."



This is a strong and striking likeness of Mr. Fred. S. Presbrey, the manager of "Public Opinion." In-doors he is never seen without his paper; in the street and on the smooth Washington pavements he and a bicycle are inseparable. We are indebted to Mr. Presbrey for the photograph; the art department did the rest.

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THE OFFICE KODAK.



TAKING STOCK—the shoplifter.

ALWAYS room at the top—people with small incomes.



A QUESTION OF COLOR.

Family Man (in the dry goods trade): I want to get a cook?

Intelligence Office Lady: Plain?

Family Man: Naw—Colored.

Publisher: I made a capital investment this morning.

Friend: What was that?

Publisher: Bought a lot of initial letters.

SLIGHTLY MIXED.

A CONTRIBUTOR to one of our esteemed but rural contemporaries insists upon it that "what the town needs is a public hall, built to accommodate 500 people with modern improvements."

MUSICAL.

She: I think the Chinese have very musical names.

He: Indeed?

She: Yes. There's so much "Sing" about them.

A "TRYING" situation—having a coat fitted.

PROVIDED FOR.

Clerk (politely): Any one waiting on you, Miss?

Miss Bumper (from Wryneck Junction): Well, I should say so. I'm goin' to be married next week.

NOT THE SAME THING.

Father (sternly): You should remember that every man is the architect of his own fortunes.

Son: Well, I don't mind being the architect, but I'm hanged if I want to be the builder.



NATURALLY.

Biggs: To what do you attribute Frothy's light-headedness?

Boggs: To his lantern jaws, of course.

STARTLING STATEMENT FROM PHILADELPHIA.

"DE world do move!"

E. L. SYLVESTER.

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PUSHING THE RIGHT THING.

By John Taylor Smith.

MUCH nonsense of course is written about advertising, just as there is about any other subject under the sun, but I have been particularly struck with the fact that most people who discuss the subject in print start out with the theory that to do business successfully all you need is to advertise well. It would not be difficult, however, to make a long list of business men who have failed, not because their advertising was badly done, but because they did not advertise the right thing. Not long ago a well-known firm pushed most vigorously, by the lavish use of money, an article for household use which they found soured on the dealers' shelves, after a good many thousand dollars had been spent.

It is often said of Mr. John Wanamaker that he built up his business by advertising, which is no doubt true; but if his success is studied more closely, you will find that he advertised things which interested people—in brief, that he put his best and most desirable things forward. Long before Wanamaker's store was the tremendous museum it now is, he had the faculty of putting the emphasis on the things about which he could afford to brag. Of course there was added to this a very great skill in setting these good points forth.

It is a common practice in many retail establishments to ask the advertising man to push certain goods because they go slowly. It is admitted at once that in buying them the store made a mistake—this is evinced by the slow sale; and yet proprietors are willing to put the greater stress upon what they are by no means proud of.

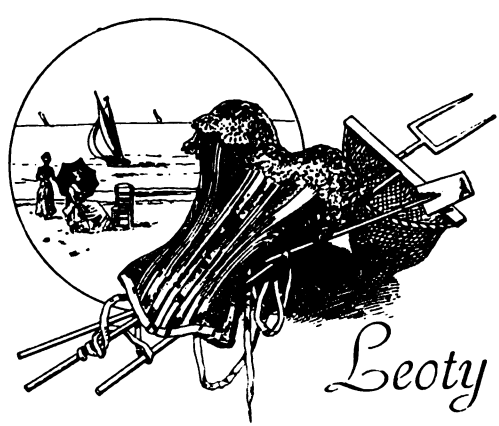
Wanamaker has been smart enough to make a virtue of necessity, to admit his mistakes, cut the prices desperately and invite his customers to profit by his fault. Even before his time Stewart did the same thing, and taking buyers into the merchant's confidence, instead of trying to pull the wool over their eyes, has been a favorite custom by hard-headed men for years past, as it is now.

Let the inexperienced advertiser, then, be sure that he is advertising something which will interest and is worth spending his time and money on. In buying, let him think of what will attract people in his announcements, and strain every nerve to keep the interest up all the time.

A FRENCHMAN'S WAY OF ADVERTISING A CORSET.



COPY FOR JULY.



COPY FOR AUGUST.

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SKETCH OF S. S. McCLURE.

By Talcott Williams, of the Philadelphia Press.

THE creation of a new audience is the most difficult feat known to literature, and the most important. Such work is not often done ; when it is done it brings revolution for both writer and reader. Author and audience are not two, but one, and whatever greatly changes the latter must profoundly affect the former. It has fallen to a young Scotch-Irish-American of thirty-five to discover in the past eight years a new audience in English letters, to plumb for the first time the depths of the great ocean of 100,000,000 English-speaking men, unsounded before save by the utterances of the daily newspaper. The revolution this discovery has worked is not yet a decade old ; it will be a century before its ultimate influence is known.



MR. S. S. McCLURE.

This work has naturally fallen to a Scotch-Irish man. Two cleavage lines have profoundly affected the development of English-speaking folk. A line across central England, where Dane, Saxon and Britain eddied and mixed, has been richer than any other space in the isles in men of imagination. The line across North Ireland, where first Celt and Dane, and later Scotch, French and English mixed and mingled, has given to the new world from its Scotch-Irish brood more men of action and organization than come from any other distinct breed in our history. Born in County Antrim, February, 1856, Samuel S. McClure came from the thick of this crucible of races, of each of which some share is his own. It is the hard, perhaps the hardest result of the hard life alike of North Ireland and of Scotland, that the rigors of climate and the chances of dubious crops are perpetually driving to the toil of the peasant the offshoots of families whose more favored members have and hold an easier life and roomier opportunity. The great wave of immigration which followed our civil war swept S. S. McClure at nine to this country.

Experience has made familiar the fact that there is that about this transplanting which ennobles and enriches or dwarfs and stunts. It was the good fortune of young McClure to find his new home near one of those small colleges of the West which have done immeasurably more for learners than for learning. Knox College in Galesburg, Illinois, was founded by New England abolitionists, and from its start was an outpost in all that is characteristic of New England. By dint of such effort as is known only to those who have shared like toils, Mr. McClure won his degree in 1872, still young. Immediately upon graduation he left the West and sought his fortunes in Boston, returning to Galesburg in a year to marry Harriet S. Hurd, the daughter of the senior professor of the college. There are many aids given the poor student in winning his degree. There are none in winning the professor's daughter. Of the two, his post-graduate triumph was the more important for the present and the future.

A series of those open accidents which aid the earnest, the active and the young brought him the management and control of *The Wheelman*, and he straightway transformed a commonplace conception into a brilliantly illustrated and well-written magazine. The pace was too hot to keep, and after a year and a half Mr. McClure was face to face with the need of new employment. In 1883 he sought it in New

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York. It was one of those partings of the ways where, as Dr. Johnson said, the legs of a strong man may as well carry him East as West. There was an attempt in Columbia College library, as there had been earlier an attempt at post-graduate study in Johns Hopkins, a brief connection with the *Century*, tries here and there at one avenue and another when the way opened—as ways will—to the life work of revolutionizing the supplement of the Sunday newspaper by opening a new audience to literature. This happened in the autumn of 1884.

At the remove of even seven years it is easy to see that the time had come for the change. For thirty years the Associated Press had been "syndicating" mere brute fact. Paper was rapidly falling in price, and it was possible greatly to increase the Sunday newspaper in bulk. This instantly outgrew the capacity of the group of able, quick-witted men about every newspaper, whose efforts were successful enough when the Sunday paper was only one half larger than the daily, and not as to-day two, three, four or five times as large. The new space demanded new matter. Cheap telegraph tolls put all papers on a parity in news specials, and gave each more than in the past its especial province and field free from competition.

These conditions united to make possible simultaneous publication on a scale never before attempted, and it was at once attempted by many. Success fell to Mr. McClure's Scotch-Irish capacity for organizing business, joined to a magazine editor's training and perception both of the valuable and the available in manuscript, two qualities often confused, but distinct and equally necessary. This double equipment steadily distanced competition. It gave both the skill to sell and the capacity to buy. Not even the prestige, opportunity and capital of the late Thorndike Rice were equal to a successful competition. The business grew. Year by year the work which had begun as a means of "placing" in several newspapers a likely short story expanded into a vast enginery for delivering in a newspaper office the last results of the best thinking and writing the world over. The novel succeded the short story, series of correspondence the occasional letter, departments covering each field of human activity the single article.

By a development as healthy as it was inevitable, the work on which Mr. McClure had entered took form and shape, crossed oceans, and established itself in each of the three homes of the English-speaking race. It is not easy to speak without exaggeration, and it is impossible to contemplate without enthusiasm the skill which has secured the confidence both of authors and editors, won the good-will, on the one hand, of the distinguished names of letters of whom all know, and, on the other, of the thousand men who pass on manuscripts and supplement in our newspapers, whom no one knows, and who provide—more or less successfully—for millions of readers yet more unknown than themselves. To buy a manuscript from one author and sell it to twenty editors seems an easy task—until a man has tried it. The success which has come to Mr. McClure in it is due, as all great results are, to a devotion to high standards and to a conviction that in literature the best was good enough for the million. The result has triumphantly proved the truth of this conviction, when backed, as convictions must be to succeed, by great business ability.

In seven years this revolution, this discovery of a new audience, has multiplied by millions those who read and know the first authors of the day in certain classes of literary work ; as the short story, it has doubled and trebled the price before paid, in all it has widened the market of the pen. The reproach has now and then been made that it deprived the local writer of a market, and gave the newspaper a new and iron rule in letters ; but he must be blind who does not see that the local writer had never so direct a road to universal vogue, and that newspapers as a whole are fast becoming a vast platform, free to all the talents, and from which genius speaks *urbi et orbi*.

These are great fruits to come from a life of thirty-four years. They have made the spare figure, the gray-blue eyes, the thin, light hair,

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and the keen, mobile face of the author and inventor of this revolution, known in more newspaper offices and to more authors than any other man in the two centuries in which our letters have known the newspaper.

BY THE WAY.

AMONG the odd papers that I occasionally come across are the *Orklander* and *The Trade Press List*. The former is issued in Chicago, and is in the "interest of the Orknain abroad." Orkney is a small island off the north of Scotland, and at home the population probably exceeds, say, 2000. But abroad I should think it would be less. Our enthusiastic contemporary in Chicago does not consider circulation an element in the publishing business, evidently, and it is unkind of me to dampen his ardor.

* * *

THE other paper, *The Trade Press List*, has for its publisher and editor an accomplished and versatile writer in the person of Mr. Robert Mitchell Floyd. His publication is even a greater mystery to me than the other. It is a sort of Mutual Admiration Society for the grocery trade press, and is filled with pleasant paragraphs relating to the editors of esteemed contemporaries, who in turn are expected, I suppose, to say something nice about Mr. Floyd. This sort of thing about suits the grocery press, and I suppose it's all right, but Mr. Floyd will pardon me, I hope, if I say that he ought not to waste his splendid abilities in such a worthless occupation.

There is a great and growing demand for a decent trade paper for grocers. There isn't to-day a solitary sheet devoted to this branch of mercantile life that passes the pale of vacuous nonentity. I suppose I ought to except Mr. Ward's paper, the *National Grocer*, and if I didn't care what I said I would.

* * *

THERE is therefore a splendid opportunity for Mr. Floyd to make a paper for grocers that would be read with the same avidity that ART IN ADVERTISING is read by its constituents. He is not only a capable man himself, but has double resources in his wife, Mrs. Isabel Henderson Floyd, a woman of rare literary acumen, whose charming sketch, "Stolen America," made such a stir last year. In so doing Mr. Floyd will confer a favor on a long-suffering community, besides filling his coffers to repletion. O. F.

NOVEMBER NUMBER.

WE flatter ourselves that the next number of ART IN ADVERTISING will be good.

The solicitors, to whom so much advice is given in the present issue, will tell what they think of the characteristics of the most successful advertisers.

Mr. Floorwalker will touch upon *Life* with the same keen insight he displays in his article on *Harper's Weekly* this month. There will be published also portraits of Charles Howard Johnson, Wilson De Meza, and "Chip."

Some pencil sketches by A. B. Frost will show how he draws his inimitable comics, and a portrait of himself will appear, drawn by himself.

A Young Man's Chances, by a gentleman who is able to give advice of consequence.

For the series of Some Famous Advertisements, and How they Originated, Mr. George Eastman will describe his famous creation, "You Press the Button," etc. Mr. Forest Morgan, of the Traveller's, speaks of the well-known motto, "Moral: Insure in the Traveller's."

Literary Notes, by a Good Noter.

More Snap Shots by the Office Kodak.

And many other things which are materializing every day.

HORACE GREELEY—he used to tell the story himself - once sent a claim to a Western attorney for collection, the attorney for collection to keep half the amount for his fee. After a time Mr. Greeley received the following note from the lawyer:

"DEAR SIR: I have succeeded in collecting *my half* of that claim. The balance is hopeless."—*Watchman*.

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THE BOSTON HERALD is read everywhere.

It has editorially taken a decided stand against the substitution evil.

It is outspoken in its denunciation of every wrong.

It carries more advertising than any other Boston paper, and pays its patrons better.

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For Business Men and Advertisers.

Business is the only paper of its kind in the world. It bears the same relation to the counting-room as mechanical papers to the workshop.

Business treats on Office Routine and Management, Improved Methods of Accounting, Business Law, and the Art and Practice of Advertising.

Business is a faithful and efficient assistant to the business man, the accountant and the clerk. Subscribers are all enthusiastic.

Business is the only independent expositor of advertising. It discusses Catalogues and Circulars as well as newspaper work. It is free from prejudice and entangling alliances.

Each issue of BUSINESS presents a novelty either of advertising, or in the way of office practice, or business management.

The writers engaged upon BUSINESS include eminent accountants, successful advertisers, active business men, keen observers of business methods and specialists, together with a large number of correspondents in the offices of prominent firms in every line of trade throughout the country.

BUSINESS is monthly, 36 to 40 pages, 9 x 12 inches, handsomely printed and attractively illustrated. $1.00 a year. No back numbers.

A. O. KITTRIDGE, *Editor.* DAVID WILLIAMS, *Publisher.*

96–102 READE STREET, NEW YORK.

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The Unswerving Fidelity

OF THE

NEW YORK TRIBUNE

to the principles of the Republican Party makes it the undisputed political authority as well as the one newspaper of a great number of the best American families.

Our advertising patrons are well aware of this and have reaped a rich harvest from the TRIBUNE'S columns.

THE WEEKLY TRIBUNE

has a subscription clientage in the country districts so vast and unchangeable in its personnel, as to excite the envy of every publisher.

For the purpose of securing new subscribers, we shall issue a

Special Election Number

OF

300,000 COPIES

on November 4th, copy for which must be in on the 3d.

No increase of rates, and advertisers may include this issue in an extended contract.

$1.00 an Agate line. 5 per cent on 4, 10 per cent on 13, 15 per cent on 26, and 25 per cent on 52 consecutive insertions.

Orders may be sent through any responsible agency or to

THE TRIBUNE,

NEW YORK CITY.

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THE FAIR SEX RULE THE WORLD.

Their influence is constant; their taste and good judgment unlock the pocket-book. They are the largest purchasers.

Their careful attention and earnest influence can be gained by using my **"CREAM LIST"** of **72 "LADIES' PAPERS,"** all of which are

GATES TO A CHARMED CIRCLE.

"A man can build a mansion,
And furnish it throughout;
A man can build a palace,
With lofty walls and stout;
A man can build a temple,
With high and spacious dome;
But no man in the world can build
That precious thing called home.

So 't is a happy faculty
Of women far and wide.
To turn a cot or palace
Into something else beside,
Where brothers, sons and husbands tired,
With willing footsteps come,
A place of rest, where love abounds,
A perfect kingdom, home."

THE AGGREGATE CIRCULATION IS KNOWN TO BE

5,556,000 Copies Monthly.

One inch, One Month, $306.50; Three Months, $859.36.

(*i. e.* less than 2-5 of a cent a line per thousand for extra concentrated home advertising.)

Special rates for larger space or longer time, or for any other Newspaper or Magazine.

H. P. HUBBARD, *Expert Advertising Agent for large Manufacturers.*

ADVERTISEMENTS PREPARED AND DESIGNS FURNISHED.

Office "THE JOURNAL OF FINANCE," 25 Broad Street, New York.

Possibly the personal attention I can give your advertising may lead you to place your business with me.

The larger Agencies might entrust your interests to an unimportant subordinate.

My experience extends over thirteen years, my facilities are unsurpassed, and my relations with publishers are most cordial.

Some of the appropriations placed in my care have been very large and all my clients express satisfaction with my service.

I am willing to spend time and trouble to secure your patronage—and to keep it.

Address F. W. Nostrand,

51 TRIBUNE BUILDING, NEW YORK.

(Branch Office in London.)

Advertising ✕ Clocks.

8-DAY—NO. 1.

Height, 31 inches. Dial, 12 inches.



New and Unique.
Conspicuous.
Permanent.
Advertising matter in bold Relief.
Artistically Lettered.
Handsomely Finished.
Warranted Good.
White or Gold-Bronze Letters.

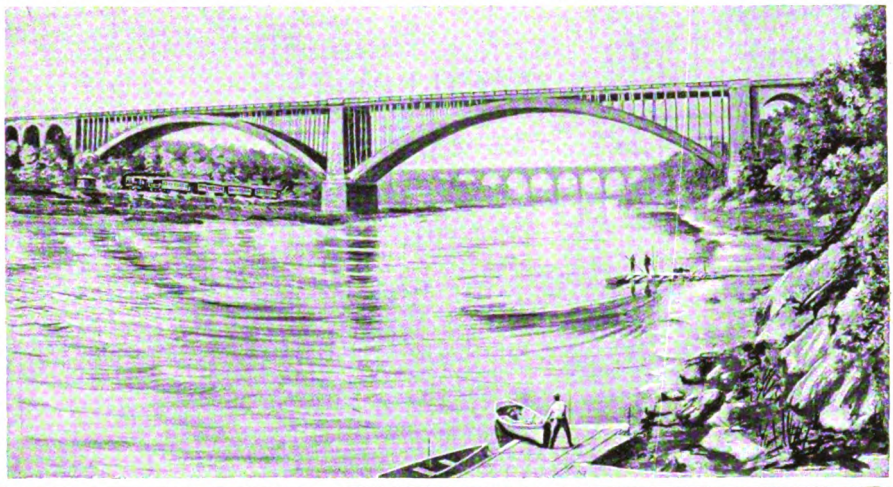
A customer states that the money spent for our clocks is the best advertising investment they ever made! *and they keep repeating orders.* We make a variety of one and eight-day clocks for advertising, premium and trade purposes. Send for circular. Low prices for quantities. For British trade we quote prices free-on-board at London or Liverpool.

BAIRD CLOCK M'F'G CO.,
Plattsburgh, New York, U.S.A.

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A MILE A MINUTE FROM NEW YORK TO BUFFALO
Sept. 14.

BY SPECIAL TRAIN ON THE NEW YORK CENTRAL
FASTEST TIME FOR A LONG DISTANCE RUN EVER MADE.



WASHINGTON BRIDGE, HARLEM RIVER, NEW YORK CENTRAL & HUDSON RIVER RAILROAD.
TOTAL LENGTH 2375 FT. LENGTH OF SPAN 511 FT. HEIGHT ABOVE WATER 152 FT. 4 IN. WIDTH 80 FT.

THREE GREAT
LIMITED TRAINS
DAILY

VIA NEW YORK CENTRAL &
HUDSON RIVER RAILROAD.

THE NEW YORK & CHICAGO LIMITED,
THE SOUTH-WESTERN LIMITED,
THE NORTH SHORE LIMITED.

JOHN M. TOUCEY, GENERAL MANAGER. | PRESENTING A MATCHLESS SERVICE | GEORGE H. DANIELS, GENERAL PASSENGER AGENT.

THE BROWN BK.

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THE

NEW * SOUTH.

YOU MISS

The golden opportunity of your life if you do not bring your goods before the people of the South. That section is growing faster than any other portion of the country, the people appreciate the good things you have to offer, and have the money to buy them.

THE * ATLANTA * CONSTITUTION

has a constituency of 156,000 of these people; the territory covered extends from the Gulf to Dixey's line, and from the Mississippi River to the Atlantic Ocean.

CIRCULATION:
15,000 Daily.
28,000 Sunday.
156,000 Weekly.

Nichols & Holliday,

Advertising Managers,

CONSTITUTION BUILDING,

ATLANTA, GA.

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THE ITEM

OF

PHILADELPHIA.

Circulation * 180,000 * Every * Day.



GIVES
THE
MOST
FOR
THE
MONEY.

READ
BY
HALF
A
MILLION
PEOPLE
DAILY.

Owns and operates a plant not surpassed by any newspaper on earth for perfection in printing and distributing.

DAILY ITEM, Sworn Average, first 6 mos., 1891,	- - -	180,186
SUNDAY ITEM, " " " " "	- -	182,338
WEEKLY ITEM, " " " " "	- -	43,352

509 "THE ROOKERY," Chicago.

S. C. BECKWITH, Sole Agent Foreign Advertising.

43 TRIBUNE BUILDING, New York.

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A SOFT THING

May not be what we are all looking for or expecting, but all advertisers in the

SATURDAY ✿ BLADE ✿ and ✿ CHICAGO ✿ LEDGER

ad nit that returns come easy through advertising in our "proved circulation" of

300.000 COPIES WEEKLY.

ADVERTISING RULES.—GOOD TO GIVE AND TAKE.

No. 1. Any advertising contract cancelled at any time for any reason for any person.
No. 2. No discounts for time or space.
No. 3. Each week's circulation proved by P. O. receipts, paper used, and cash receipts.

RATES: Blade, $1.00 per line; Ledger, 50 cents per line; Both, combined, $1.25 per line.

Apply for space to any Agency or the Publisher,

W. D. BOYCE, CHICAGO, ILLS

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The Publisher of

THE * MAYFLOWER *

agrees to make no charge whatever for publishing your advertisement in this paper until it is proved that the total circulation for which you pay has been received.
Our subscription list numbers very nearly

200,000 ACTUAL PAID YEARLY SUBSCRIBERS,

including subscribers in

EVERY COUNTRY IN THE WORLD.

Over 200,000 Copies are Circulated of each issue. *This may be stated in the Contract*, and WE WILL PROVE THE FACT TO EACH ADVERTISER BEFORE PAYMENT FOR THE ADVERTISING IS DUE.

How many publications are there claiming large circulations that dare do this?

Send for an estimate on your advertisement in our December (Holiday) Number. Only a limited amount of space to be sold.

JOHN LEWIS CHILDS, *Publisher*,
The Mayflower, Floral Park, N. Y.

Advertisers in any part of the world are invited to visit Floral Park and examine our books and subscription lists. If we cannot prove a circulation of over 200,000 copies of each issue of THE MAYFLOWER, we will pay the total expense of the round trip, with a fair allowance for the time consumed by the person making the journey.

THE NEW YORK LEDGER.

TWO SPECIAL HOLIDAY NUMBERS:

Thanksgiving Number

Issued and Dated November 21st.

GOING TO PRESS OCT. 31ST.

Christmas Number,

Issued and Dated December 12th.

GOING TO PRESS NOV. 21ST.

The Christmas Number of last year was universally acknowledged by competent critics to be the most attractive and artistic of any Holiday Issue. The designs for the covers of the above numbers, which will be printed in colors upon heavy paper, are drawn by the same renowned artist, Wilson de Meza, and his great success of last year is surpassed. The advertising space is limited. Send orders at once. We were unable to accommodate late comers last year.

These editions will be very largely increased beyond the regular issues, but the advertising rates remain the same. Address

EDWARD P. CONE,
Manager Advertising Department,
Corner Spruce & William Streets, New York.

CONSIDERING CANADA

Can confidently **COUNT** on a **SURPLUS** for exportation of this year's grand WHEAT crop of THIRTY-THREE MILLION BUSHELS, trade with the people who will collar the cold cash for this cereal should be well worth cultivating.

Considering

that there can be no success in trade without judicious advertising, it should be worth your while getting lists, rates, and sample copies of

"Preferred
"Canadian
"Papers"

which "Cover Canada Completely from Coast to Coast," for foreign advertisers, and reach every class of Canadian Consumers.

Represented exclusively by

ROY V. SOMERVILLE,
105 Times Building, N. Y.

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The Nashville Banner.

EIGHT PAGES DAILY. — ONE DIME PER WEEK.

WE GIVE THE FIGURES!

No Other Nashville Daily Makes Known its Circulation.

Total Copies 12 months ending August 31, 1891,	*2,954,275*
Net Daily Average for 12 months,	*9,439*
Total Copies for 6 months ending August 31, 1891,	*1,549,620*
Net Daily Average for 6 months,	*9,928*
Total Copies 3 months ending August 31, 1891,	*776,280*
Net Daily Average for 3 months,	*9,952*
Total Copies for August, 1891,	*264,030*
Net Daily Average for August, 1891,	*10,155*

BEST ADVERTISING MEDIUM FOR NASHVILLE AND TENNESSEE.

ADVERTISING RATES (Run of the Paper):

1 inch daily, 12 months,	$75.00	6 inches daily, 12 months,	$365.00
2 inches " " "	144.00	7 " " " "	415.00
3 " " " "	205.00	8 " " " "	462.00
4 " " " "	262.00	9 " " " "	505.00
5 " " " "	312 00	10 " " " "	546 00

BANNER PUBLISHING CO.

G. M. BRENNAN, Eastern Representative. **A. L. LANDIS, Jr., Business Manager.**

N. B.

A SPECIALIST in Advertising could handle the business of one more firm, not competing, to good advantage to both parties.

Is an expert in writing and designing telling advertisements.

Has thorough knowledge of the quality and worth of publications, and the way to obtain the lowest possible rates.

References, several millions of dollars in famous and profitable contracts handled.

Address, MUTUAL,

P. O. Box 1877. NEW YORK CITY.

Over 275,000 Families	SUNDAY SCHOOL TIMES, PHILADELPHIA.
Over 275,000 Families	PRESBYTERIAN.
Over 275,000 Families	LUTHERAN OBSERVER.
Over 275,000 Families	NATIONAL BAPTIST.
Over 275,000 Families	CHRISTIAN STANDARD.
Over 275,000 Families	PRESBYTERIAN JOURNAL.
Over 275,000 Families	REF'D CHURCH MESSENGER.
Over 275,000 Families	EPISCOPAL RECORDER.
Over 275,000 Families	CHRISTIAN INSTRUCTOR.
Over 275,000 Families	CHRISTIAN STATESMAN.
Over 275,000 Families	CHRISTIAN RECORDER.
Over 275,000 Families	LUTHERAN. BALTIMORE.
Over 275,000 Families	BALTIMORE BAPTIST.
	EPISCOPAL METHODIST.
	PRESBYTERIAN OBSERVER.

Read these papers every week. Through them an advertiser is received with the confidence that comes from an introduction by a trusted friend.

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS **15** BEST WEEKLIES

Every Week Over 275,000 Copies

Religious Press Association, Phila.

Put them on your list.
Put them on your list.
Put them on your list.
Put them on your list.
Put them on your list.
Put them on your list.
Put them on your list.
Put them on your list.



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"There is probably no daily newspaper in the United States, none in the world in fact, with the possible exception of the London "Times," which can boast of so high an average of culture, refinement and wealth among its readers as the 'Post.' With such a character and such a circulation it is not to be wondered that for any goods which appeal to high class patrons it is one of the best advertising mediums in the country. Advertisers are beginning to discover that quality counts even more than quantity, and the quality of the 'Post's' circulation is the very best."—*Journalist*, New York July 11, 1891.

Advertising Rates Advanced October 1, 1891.

Send for Circular.

NEW YORK EVENING POST,

206-210 Broadway,

NEW YORK CITY.



IN the midst of active business, have not your thoughts, at times, often drifted to memories of your boyhood days and the Old Homestead of long ago? Has it not been a refreshing and healthful change?

It is with similar feelings that our reading public turn to the columns of

THE OLD HOMESTEAD

for that pure and elevating reading, so lacking in many publications. Its constituency is the Home Circle, its quality of the best, and its aim to be more worthy and welcome to its clientage. It is a medium unsurpassed for high class advertising. The rates are commensurate with the service given. Is your advertisement in its columns? If not, it ought to be. Write for sample copy and rate card, and ask questions; we like to answer letters.

The Old Homestead Co.,

19 Michigan St., Cleveland, Ohio.

A Pertinent



IS your advertisement one which will interest a well-to-do class of ladies who are purchasers of all articles which appeal to the family or are consumed in the household? If it is, you will certainly be handsomely repaid should you take space in The

LADIES' WORLD.

The circulation of this magazine is at all times very large, and for November and December will be at high water mark, as follows:

November, 300,000 Copies,
December, 400,000 Copies.

Space in both of these large editions may be secured at the regular rate of $1.25 per agate line, if order is given for six or more insertions. November forms close October 10th. Those for December a month later.

Ask your agent for an estimate or write direct to the publishers, S. H. MOORE & Co., 27 Park Place, New York.

THE ADVERTISERS GAZETTE

A MONTHLY JOURNAL

FOR NEWSPAPER AND MAGAZINE ADVERTISERS.

Correspondence, Covering Boston, New England and the East, Chicago and the West.

News Notes, Valuable points, etc., of interest to all advertisers.

Special Articles from the pens of experienced advertisers.

SUBSCRIPTION: Fifty Cents a Year.

To Foreign Countries, Seventy-five Cents a Year.

Sample Copy on Application.

PUBLICATION OFFICE:

R. L. WATKINS,

Newspaper Advertising Bureau,

PROSPECT, OHIO.

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ART IN ADVERTISING

COME NOW.

—ADVERTISE IN—

Judge

Get your contract in for the presidential year—when *Judge* circulation is such as to make space doubly valuable.

WILLET F. COOK,
Advertising Manager.

110 FIFTH AVE.,
NEW YORK.

THE AGENTS' GUIDE.

ABSOLUTE CIRCULATION, **60,000.**

I will forfeit $100 if the circulation every issue for the past ten months cannot be shown to be in excess of **60,000** monthly.

Send for sample copy.

GEO. W. CLAFLIN, Publisher,
122 NASSAU ST., NEW YORK CITY.

Alert Advertisers wanted to fill
half page of good space
at fair rates for the 13 issues
after September 30, 1891. [ington,"
Address immediately, "Kate Field's Wash-

39 Corcoran Building, Washington, D. C.

THE GRAPHIC.

America's Popular Illustrated Weekly.

The Journalistic Success of the day: A Peerless Medium for Advertisers.

THE GRAPHIC COMPANY,
CHICAGO.

HOW'S THIS?



Reliable agate measure, letter opener, leaf cutter. Made of **Aluminum,** the wonderful new metal. Light as wood. Strong as steel. Cleaner than silver. Will not tarnish or corrode. Six inches long. Just right for vest pocket. Elegant for desk or library. You want one? 25 cents please. Stamps will do.
S. S. THAIN, 161 La Salle St., Chicago.

WHERE FOR THE WINTER? Why not **Coronado Beach,** San Diego Co., California? Send to the Hotel del Coronado for a copy of "A Unique Corner of the Earth," just published, and which will be sent, postpaid, upon application to E. S. BABCOCK, Manager.

DO YOU WANT TO KNOW where to go, and how to get there? Write to the Travelers' Bureaus of THE NEWS SERIES, Herkimer, N. Y., office for any information which you may wish. No charge for this service.

Dodd's Advertising Agency, 265 Washington Street. Boston.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

EVERY LIVE ADVERTISER SHOULD USE



WILLIAM L. MILLER, *M'g'r Advertising Department.*
110 Fifth Ave., New York.

I do not want any more work until January, because I have all the work I can do.

NATH'L C. FOWLER, JR.,
Expert at Advertising, 51 Summer St., Boston.

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A National Semi-Monthly.



Eastern and Western Editions.

SPRINGFIELD, MASS., and CHICAGO, ILL.

Fall And Winter Issues!

The brilliant outlook for the farmers' crops leads the publishers of FARM AND HOME to make a vigorous push for business the coming season, and with this end in view we shall print extra large editions for the next six months.

FROM OCTOBER TO APRIL

30,000 COPIES EXTRA EACH ISSUE!

Making the total editions during the above months

280,000 Copies Each Issue.

GUARANTEED.

No Extra Charge for Advertising!

Eastern Edition,
NOT LESS THAN
130,000 Copies!

Western Edition,
NOT LESS THAN
150,000 Copies!

Thus it will be seen that with the next twelve issues of FARM AND HOME advertisers will get a total circulation of

360.000 COPIES FREE.

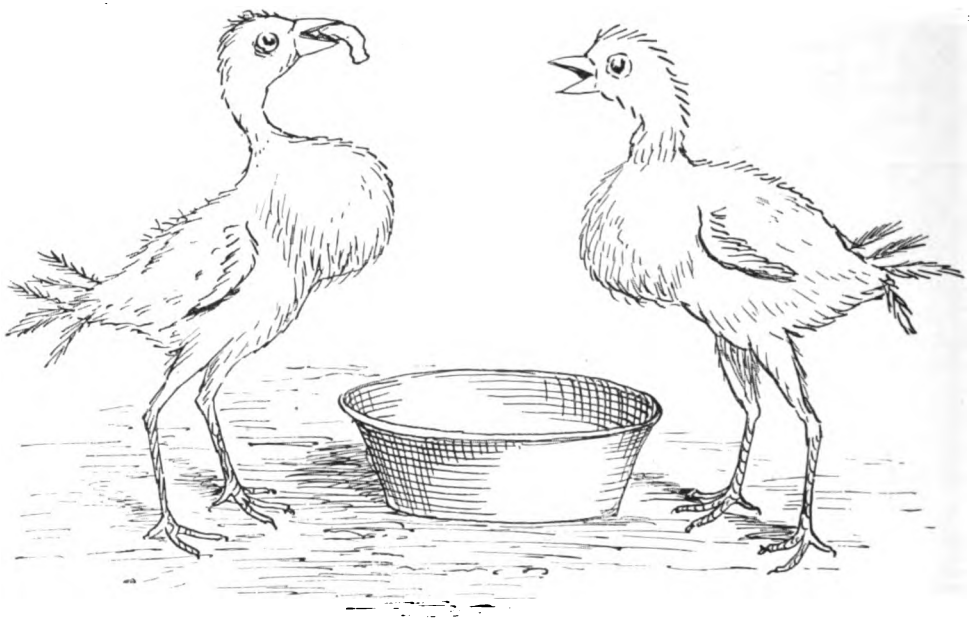
WHERE can you find a FIRST CLASS MEDIUM on any **BETTER TERMS?**

THE PHELPS PUBLISHING COMPANY,

27 W. Worthington St.,
SPRINGFIELD, MASS.

504 The Rookery,
CHICAGO, ILLINOIS.

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BIG CROPS!

Never before has the country been so bountifully blessed with big crops. Never before has the farmer had so much to show for his labor.

This means heaps and heaps of gold—yellow, shining, glistening heaps of solid gold. We will have gold from England, from France, from Germany, from Russia. This is the bake-shop of the world.

Wall Street has already done the largest business in one day it has ever done in its history—and Wall Street is the pulse of the business world.

If any advertiser isn't getting quite his share of the gold, and thinks his advertising is at fault, I will be very glad to help him.

H. C. BROWN,

Advertising Sketches,

80 FIFTH AVE., NEW YORK.

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IT IS A FACT

That the farming population of this country subscribe for very few periodicals, but they make the most of those they do take, reading them carefully from cover to cover, and what "the paper" says, "goes."

The Metropolitan and Rural Home

Reaches 500,000 such families. These people have PLENTY OF MONEY now; they have grown abundant crops and have found ready sale for their produce. Advertisers cannot afford to overlook such an opportunity.

Address,

THE METROPOLITAN AND RURAL HOME,
E. C. STEBBINS, Manager,
32 Vesey Street,
NEW YORK CITY.

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SOME OF OUR SPECIALTIES.

OUR TYPE BOOK.

A Selection of Types Appropriate to the Use of Advertisers. Each type specimen has its proper and technical name, so that the copy-writer can competently direct the printer and demand a proper setting instead of tamely submitting to his butchery. Used by the leading advertisers.

PRICE, 25 CENTS.

THE BINDER

for *ART IN ADVERTISING.* To appreciate the paper you need to preserve a year's numbers together; to do this you need a binder.

PRICE, 60 CENTS.

ELECTROTYPES

of our Covers and Miscellaneous Engravings are sold at prices which should interest you. Particulars on request.

BOUND VOLUMES

of Vols. I. and II. in single binding can be had. These are selling twice as fast as they did two months ago, and the supply is not large. MORAL:—Is obvious.

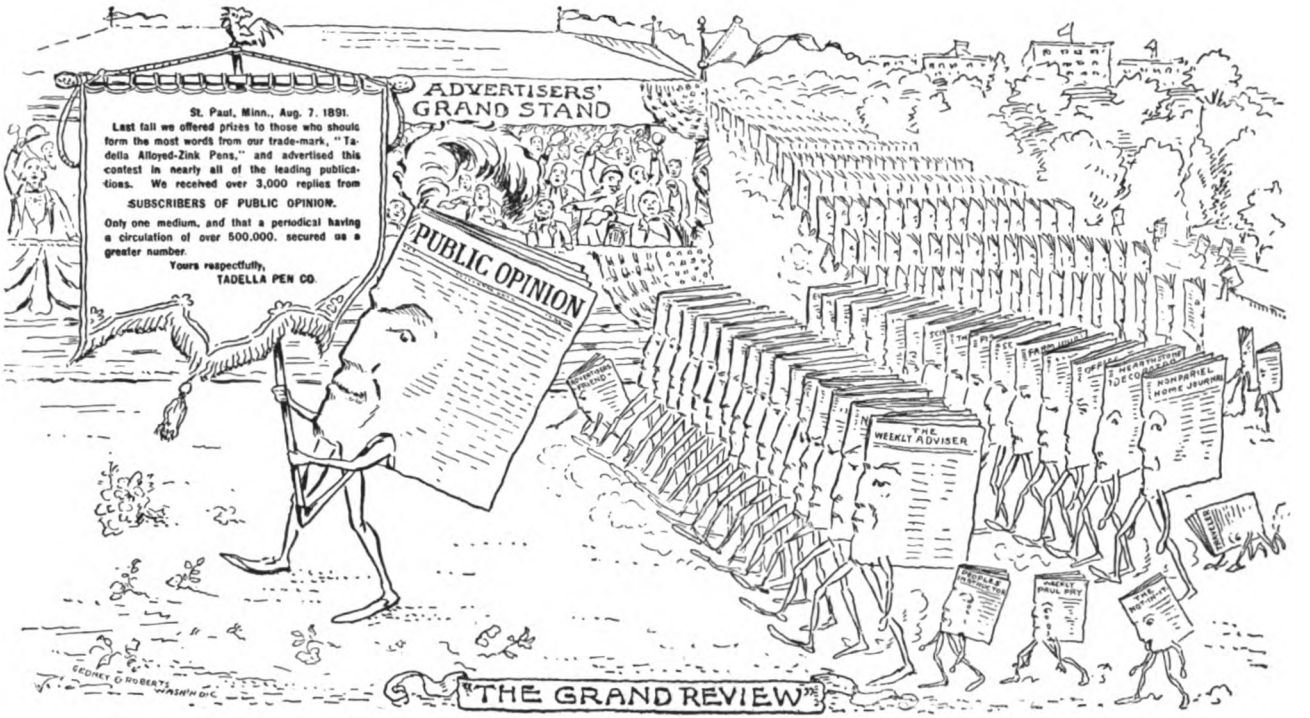
PRICE, $2.00.

ART IN ADVERTISING COMPANY,

80 Fifth Avenue, New York.

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"CATCH ON TO THE BANNER."



The leading considerations in placing advertisements judiciously are

{ CIRCULATION, QUALITY, DISTRIBUTION, PRICE. }

They are "all right" in PUBLIC OPINION. A trial will convince you.

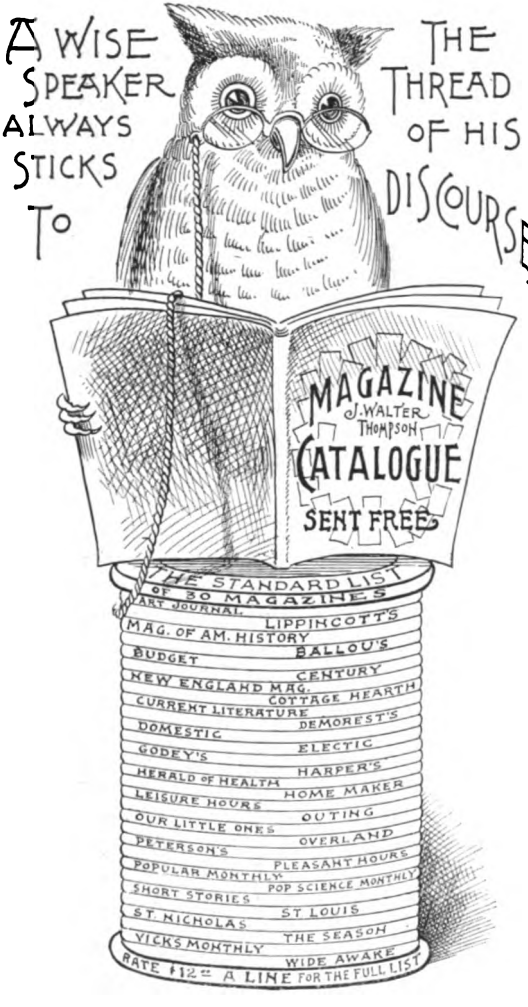
SWORN CIRCULATION, 23,000 THROUGH 4,500 POST-OFFICES. Rates, 20 Cents Agate Line.

THE PUBLIC OPINION CO.,

NEW YORK CITY. WASHINGTON, D. C.

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FOR sixteen years the thread of my discourse has been the **MAGAZINES** as advertising mediums. When I commenced spinning this yarn the total advertising in all the magazines published at that time did not amount to $5,000 per month. To-day the business of my office in the magazines alone, is in excess of $50,000 per month. This increase is due to the fact that advertising in the magazines has paid the advertiser better than any other class of publications.



THE CHRISTMAS (DECEMBER) MAGAZINES

GO TO PRESS ON

The 15th of October.

This issue of the Magazines is aways a very large one—there being thousands of people who buy these numbers who are not regular purchasers, hence the care with which they are preserved.

A part of the extra money with which all magazines embellish their Christmas issues will be spent on the advertising departments, and advertisers can feel assured that their announcements will appear in attractive form and dress.

Every season I am obliged to disappoint customers because their orders and copy were not RECEIVED IN TIME. The Magazines, with their extra large editions, cannot wait; therefore, to avoid disappointment, send your order NOW.

THE LIST.

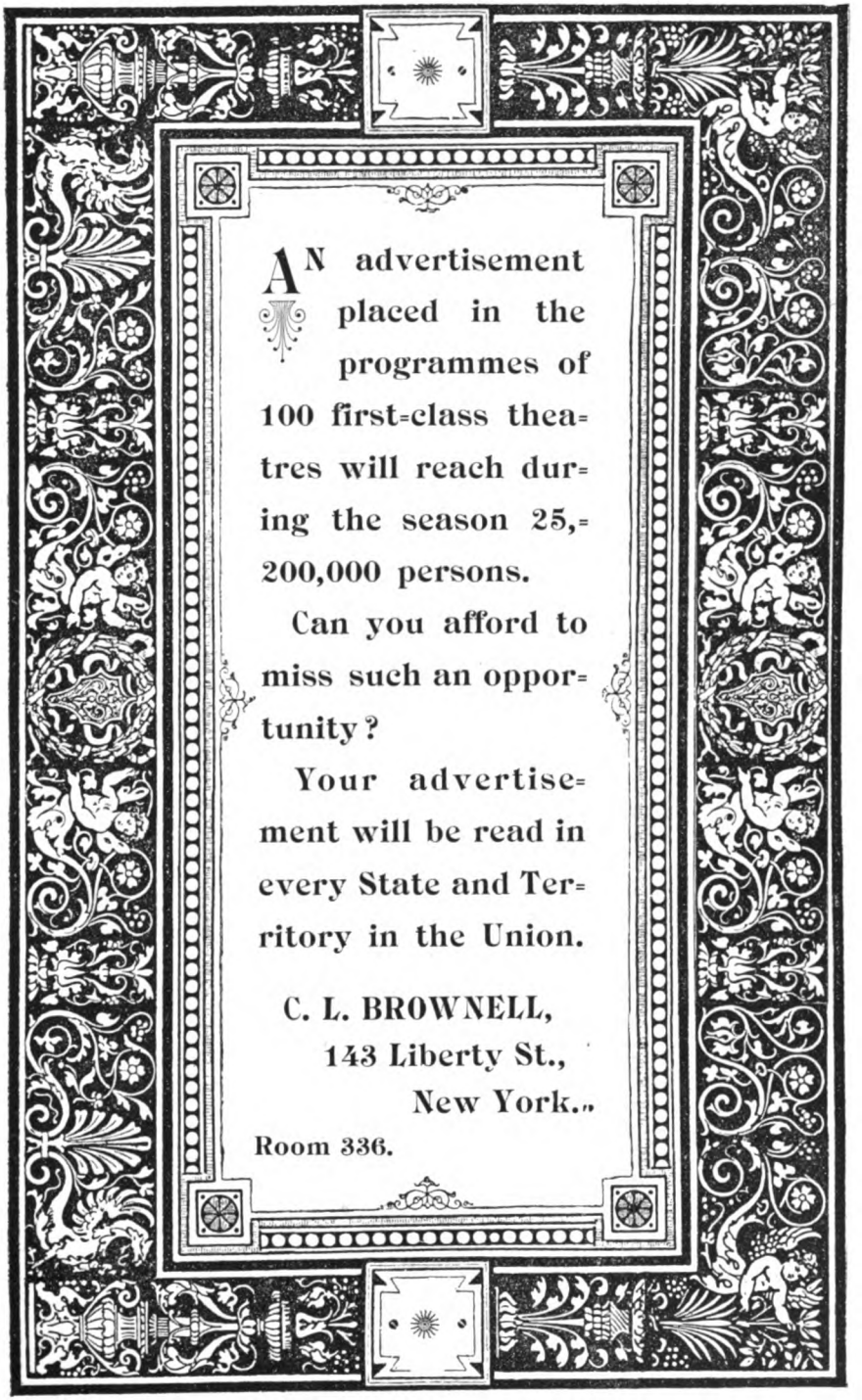
AM. GARDEN
ARENA
ARTHUR'S
ART JOURNAL
BALLOU'S
BUDGET
CENTURY
COTTAGE HEARTH
CURRENT LITERATURE
DEMOREST'S
DOMESTIC
ECLECTIC
GODEY'S
HARPER'S
HERALD OF HEALTH
HOME MAKER
LEISURE HOURS
LIPPINCOTT'S
OUTING
OUR LITTLE ONES
OVERLAND
PETERSONS'
PLEASANT HOURS
POPULBR MONTHLY
POP. SCIENCE MONTHLY
SHORT STORIES
ST. LOUIS
ST. NICHOLAS
THE SEASON
WIDE AWAKE

THE RATE.—THREE lines or over, **$12** per line nonpareil, each insertion. Less than three lines, **$15** per line nonpareil, each insertion. Only FIRST-CLASS Advertisements received. All advertisements will be set in column and measure in nonpareil. A copy of each issue of the magazine containing "Ad." will be sent to the Advertiser. If you do not wish the entire list, select such as you want and send for an estimate.

J. WALTER THOMPSON,

39 Park Row, New York, N. Y.

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GOOD story is worth telling many times; still, some people can tell a good story much better than others: We must confess we haven't this gift.

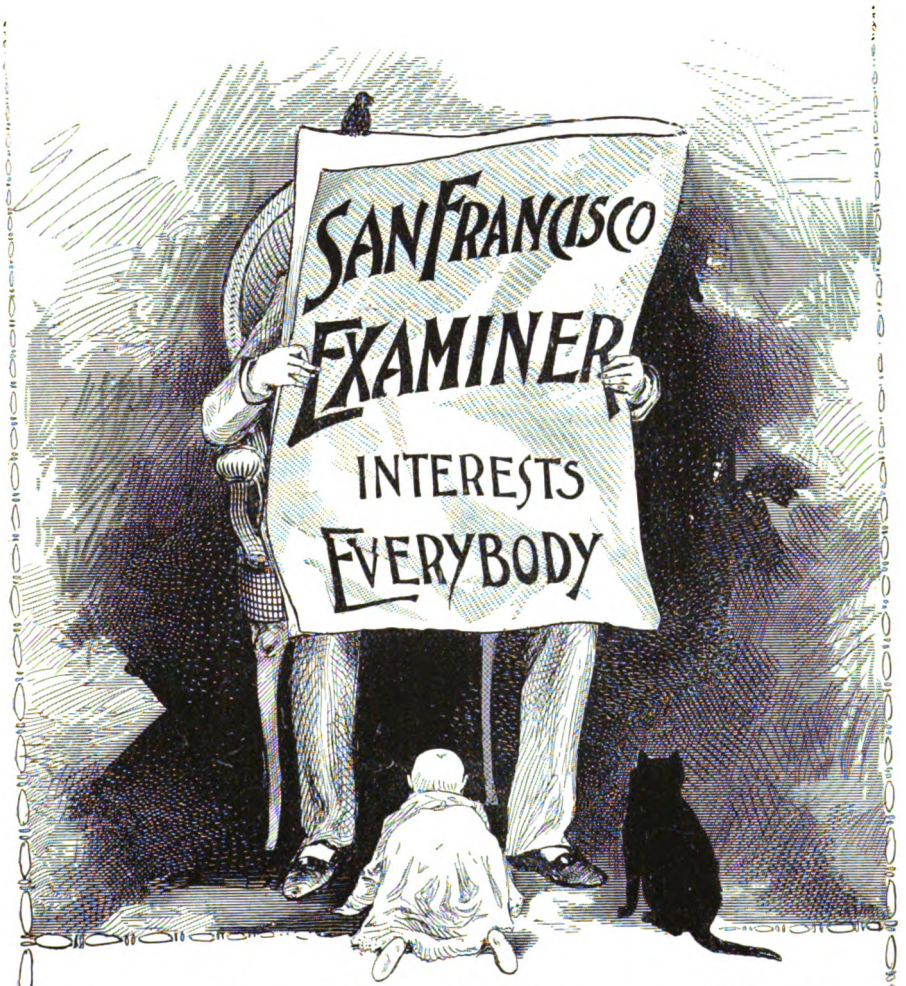
The story is the same, the facts are the same, but we can't make it so entertaining.

Did we have the gift to tell a story well, we would tell you some good things about the "Detroit News," "Pittsburgh Chronicle-Telegraph," and "Cleveland Press," that would no doubt interest you and other advertisers.

All we can say is, that the "Detroit News" has 45,000 daily circulation, the "Pittsburgh Chronicle-Telegraph" 23,000, and the "Cleveland Press" 44,000. All are eight-paged afternoon papers, and all have standings in their localities that are unsurpassed.

C. J. BILLSON,
Tribune Building,
NEW YORK.

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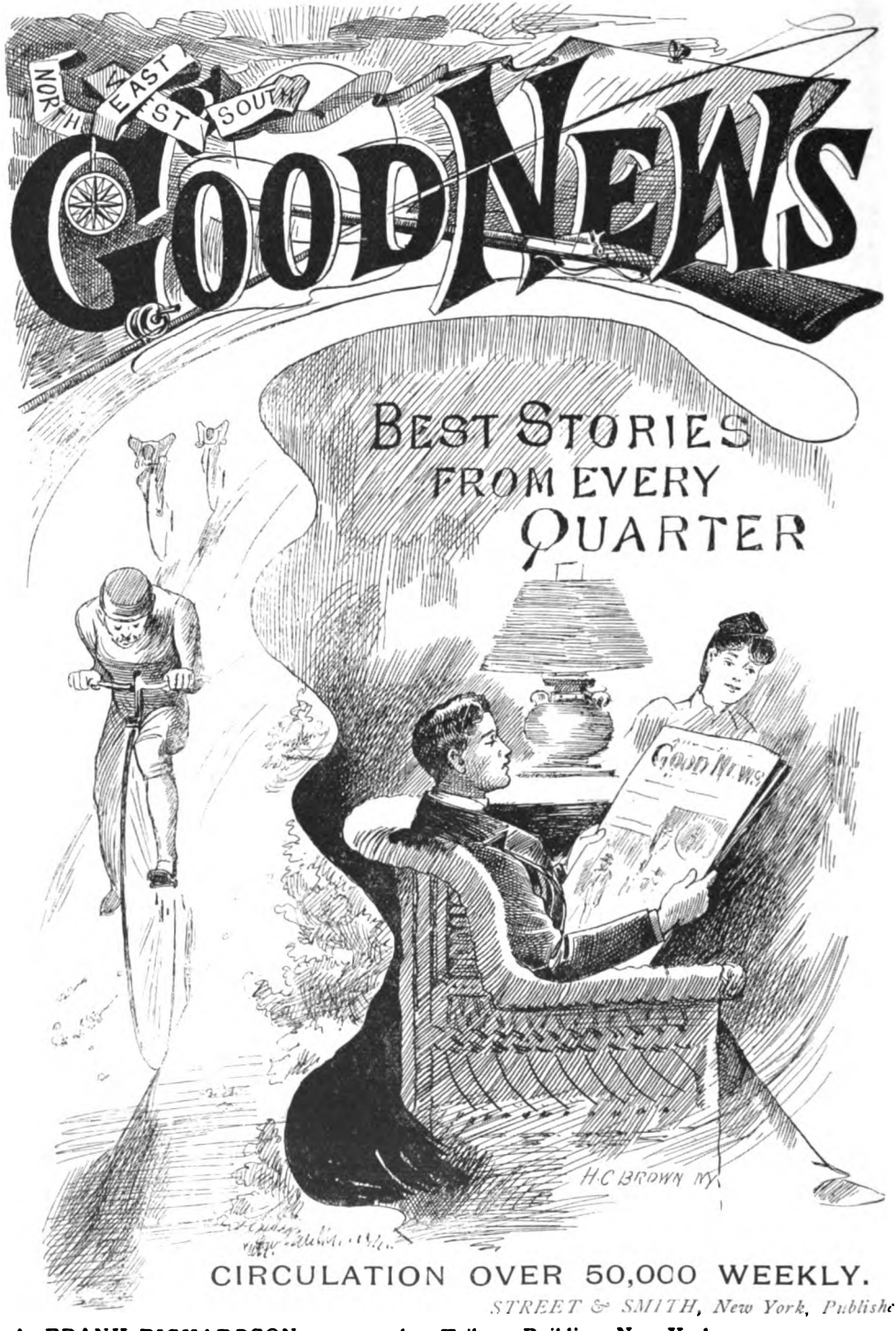
Daily and Sunday Edition Circulation over 57,000.
Weekly " " " 65,000.

THE PAPER OF THE PACIFIC COAST.

W. R. HEARST, Editor and Proprietor.

C. M. PALMER, Business Manager.

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CIRCULATION OVER 50,000 WEEKLY.

STREET & SMITH, New York, Publishers.

A. FRANK RICHARDSON, 13, 14 and 15 Tribune Building, New York.
317 Chamber of Commerce.

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SCRIBNER'S MAGAZINE
NOVEMBER AND DECEMBER.

Where is the business it will not pay to advertise in these two months?

To be sure, good magazines, like good newspapers, are crowded with advertising matter at this time of the year, but the announcements are so varied and attractive that for most lines of business, advertising is more profitable than at any other season, and in SCRIBNER'S the comics assure that the advertising pages will always be read.

Please send orders and copy early.

PRICES.

Full page,	$200.00
Half page,	100.00
One-quarter Page,	50.00
Nonpareil Line,	1.40
Comic Positions,	25% extra.

Circulation exceeding 125,000.

CHARLES SCRIBNER'S SONS, Publishers,

743–745 BROADWAY, NEW YORK.

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But the Farmers go right on preparing for Winter.

Some advertisers hunt mice. They are those who dally away these days while their thrifty competitors already have an advertisement in **THE NATIONAL TRIBUNE,** prepared to catch the Fall business.

In passing we wish to announce editions of **250,000** copies each, Oct. 22, and for the three following consecutive weeks.

No extra charge for advertising.

Address **THE NATIONAL TRIBUNE,**
WASHINGTON, D. C.

Branch Office, 66 Pulitzer Building, New York.
BYRON ANDREWS, Manager.

THIS IS TO REMIND

Advertisers that dwellers in the country select Holiday Gifts early. They cannot wait until the last moment to buy. This is particularly true of mail-buyers, and experience proves that to catch this trade it is necessary to

ADVERTISE IN NOVEMBER.

Our papers circulate almost entirely in the country and smaller towns, and our peerless November edition will circulate

1,000,000 Copies, Honest Count.

This is not the "only million," but it is a million that will be proven as well as guaranteed. And what is much better, it is a million which will bring

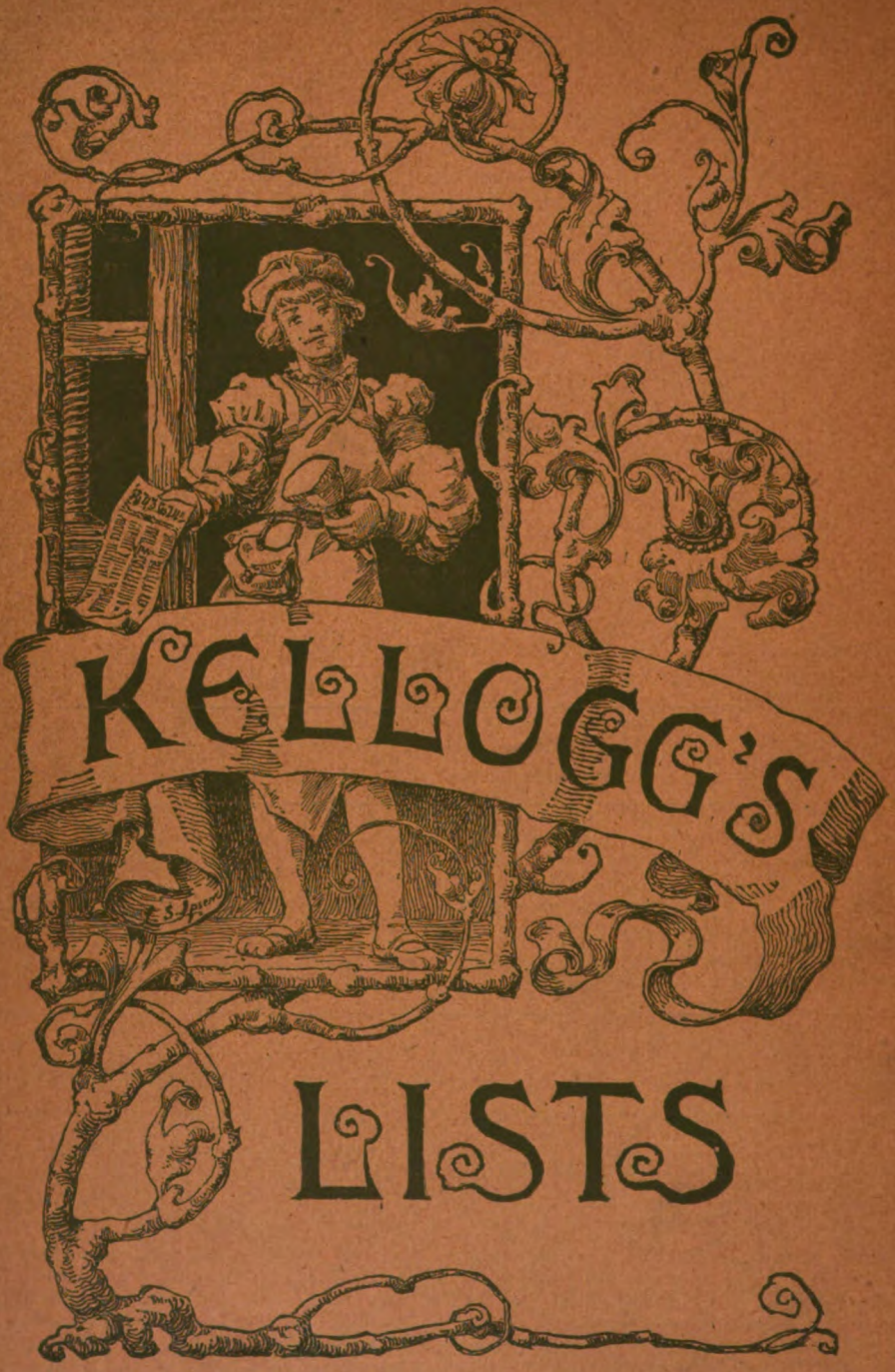
PAYING RESULTS TO THE ADVERTISER.

Take advantage of "THE FARMER'S GOLDEN YEAR" and place your advertising where it will reach the jovial granger in season to meet his Holiday purchases. No better place can be found than the VICKERY AND HILL LIST with its wonderful rural popularity. To be in the whole of this edition you must secure space at once, and you can do it direct, or through any reliable advertising agency.

The Farmer is on Top, and he Reads our Papers!

VICKERY AND HILL, Augusta, Maine.

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ART IN ADVERTISING

FOR

NOVEMBER

1891

VOL. IV. NO. III.

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A New Departure, in America!

AND

A New Arrival, from London, Eng.!

T. B. BROWNE'S

AMERICAN BRANCH OFFICES, 353-355 Canal St., NEW YORK.

WIDE OPEN FOR BUSINESS!

The importance of Great Britain, and her possessions, as profitable markets for American productions, popularized by advertising, has apparently never yet been realized by the great American advertisers.

Those interested in the subject, either as principals or agents, are invited to call or correspond with the Manager, Henry Mann, who will be happy to place at their disposal a vast experience gained in handling the announcements of the world's most successful advertisers, qualifying him to advise on all points, particularly the scope for developing business depending upon press adverting in Great Britain, Australia, New Zealand, South Africa and India. He will be prepared to quote special rates for standing trade advertisements and submit for inspection files of the leading daily, weekly and monthly publications of London and the chief cities.

T. B. Browne's head offices at 161–164 Queen Victoria Street, London, England, represent the largest and most complete organization devoted to press advertising in existence.

T. B. Browne's A-B-C-Directory for Great Britain, a bulky volume of upwards of 1,000 pages, is a complete guide to the British press. A limited number of copies are for sale. Expressed for $3.00.

All communications to

HENRY MANN, Manager,

T. B. BROWNE'S

BRITISH AND COLONIAL ADVERTISEMENT AGENCY,

353–355 Canal Street, NEW YORK.

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ART IN ADVERTISING

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

VOL. IV. NOVEMBER, 1891. No. 3.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

OUR PLANS.



A FEW readers of this paper may have noticed that from month to month we have tried to conduct it in a way which will draw the support and interest of people who are engaged in business, but whose acquaintance with the technical points of advertising may be limited. It is our purpose to broaden the scope of ART IN ADVERTISING, while at the same time we mean always to keep to the matters which have interested the people who have supported us and put the paper on its feet.

To speak specifically, we propose as fast as we are able, to give articles upon what is called "Getting on in the World." We shall sketch the careers of young men who have "got on," and endeavor to tell how and why they succeeded. We shall print also articles on "What are a Young Man's Chances" by men whose opinions carry weight; brief notes on books, articles upon the manner and methods of making popular journals and kindred topics. We are not becoming conventional, we are not trying to make a 100 page magazine for $1.00 a year, we are not going to increase the quantity materially, for we remember that our readers are busy people, but we shall "everlastingly rustle," as they say in the West, to have the pages we do give as good as money, time and care can make them.

ABOUT THE PRIZE.

WE repeat for the benefit of our readers who have been so unfortunate as to miss the October issue, that we shall give a prize of $100.00 for the best contribution sent to us in competition for the prize before December 31st, 1891.

It may be an illustration, an article, a suggestion of practical value for improving this paper or increasing its sale or influence, or indeed anything in the way of a valuable idea suitable for our uses. We know that the people who read ART IN ADVERTISING are bright, therefore it will take something good to win the prize.

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WHAT MAKES A GOOD ADVERTISER.



E gave up several pages last month to the discussion of the point "WHAT MAKES A GOOD SOLICITOR?" The authorities who treated the subject were so high that it attracted great attention, and we hope did some good. At all events it was mighty interesting reading.

It is only fair that all the good advice should not come from one class, and we are glad to print now the opinions of the agent as to what sort of a man makes the best advertiser. In most cases his chief attributes, according to public opinion, seem to be his ability to cut rates more than any other advertiser, and to listen attentively to the agent without believing him—at least this is what a new advertising man thinks is the proper attitude to take. The agent scorns this idea, and with what reason the following lines will show:

"A sharper is never a successful advertiser. A successful advertiser studies newspapers, studies localities, is always willing to listen, and in listening gains many points for himself.

"He must be able to judge men, is never harsh, always polite, and even if he does not give a contract, the solicitor leaves feeling kindly toward him.

"These few qualities gain for an advertiser the respect of solicitors and publishers, and a lasting name for himself as a fair and square business man."

C. J. BILLSON.

"THE successful general advertiser must know what he wants, and know just how to get it.

"To be thoroughly familiar with the papers, their field and circulation, and to know just what he can do business in them for, are prime requisites.

"But to be a grand success he must be able to show how enormously he is injured by substitution and kindred evils, and that the paper he negotiates with is the poorest, meanest and most worthless, to him, that could be brought to his notice.

"He must also be able to divide any statement made to him about circulation by ten."

S. S. VREELAND.

"I MOST decidedly disagree with those who feel, as you express it, that the 'greatest sharpers on rates' attain the greatest prominence among advertisers.

"The 'greatest sharpers' in any line of business frequently overreach themselves.

"My idea is that the most successful advertisers are those who in dealing with reputable mediums permit the milk of human kindness to permeate their systems, allowing their good qualities a chance to participate to some slight extent at least in business intercourse with their fellow-men.

"All right-minded people who deal with warm-hearted, genial, whole-souled advertisers, must necessarily feel that they cannot within reason do too much for them.

"Such relations convert business into a positive pleasure, make life worth living, while to deal with a close, cold-blooded, hard-fisted sinner, does not create a desire to grant favors of any kind.

"By far a majority of advertisers of this country are men of pleasant disposition, broad views and very considerable intelligence.

"An advertiser cannot know too much in reality, but woe to the solicitor who has to come into contact with one who believes he—'knows it all.'

"The placing of orders for advertising requires large discrimination, and vastly more judgment is needed to give out advertising than is required on the part of the solicitor to take it in.

"The successful advertiser must encounter innumerable obstacles of which the solicitor knows nothing, therefore the greater his wisdom the more probable his success.

"The sharpest figurer does not always secure the lowest rates.

"The advertiser, like the solicitor, must inspire confidence in the man with whom he is dealing to get the greatest advantages.

"The relations between these two classes must be mutually pleasant before they can be mutually satisfactory."

W. W. HALLOCK.

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"GOOD common sense, good judgment, pluck and perseverance are the characteristics that will obtain the best results, and at the least expense, and with an article of merit sure to bring success to an advertiser."

F. K. MISCH.

"I COUNT the faculty of buying space at its proper value, among the foremost requisites of a successful advertiser. If that earns a man the title of being a sharper, it also carries with it a corresponding endorsement of the advertiser's reputation for keenness.

"I know Mr. Eastman pretty well, Mr. Ward, Mr. Pyle, Mr. Colgate, Mr. Eisner, Mr. Gibson, Mr. Douglass, Mr. Heaton, Mr. Stanley, Mr. Scott, Mr. Ehrmann, Mr. Miller, and a host of others. In each I have been impressed with the knowledge they possess of the medium presented to them, with the part of the country it covers, the people it reaches and the actual circulation which they may depend upon receiving after all is said and done. It does not seem a gamble. They apparently buy publicity as if it was some tangible, portable merchandise, and was worth so much to them according to the size and quality. In short, I know one who can demonstrate to the satisfaction of any man that money paid for advertising space is the same as money paid for a new hat. In place of the greenback you have the tile; in place of money paid for space you have money paid back for merchandise; and this man would as soon think of handing a clerk the price of a hat, and allow the clerk to convince him that the new hat was on his head, as to pay for space that didn't produce something in return.

"But all men haven't that faculty, hence all are not successful advertisers."

H. C. BROWN.

INASMUCH as the sort of man described as a good solicitor by most of those who expressed an opinion, would make an equally good President of the United States, or would answer very well for the head of the Chemical Bank, it seems to me that some of the same characteristics would answer equally well for a successful advertiser.

GEORGE BATTEN.

"THE successful advertisers that I have had the pleasure of meeting present marked characteristics. With scarcely an exception, all are gentlemanly, polite, well informed, yet usually willing to extract all the information they can before getting down to figures. Generally speaking they are expected to present arguments to show that such and such mediums (and always the one the solicitor represents) are not quite suited for their particular uses, but after the contracts are made they are frequently willing to concede that it may be better than they at first thought. It is a pleasure to meet successful advertisers (and almost all liberal advertisers are successful), but whether it is their success makes them good fellows, or whether they are successful because they are good fellows, I am unable to say. Better judges may decide."

C. E. ELLIS, *St. Paul, Minn.*

"I WOULD say that there is too much truth in your remark that 'there seems to be a general impression among advertisers that the most successful are those who are known as the greatest sharpers on rates.' This general impression may be a true one, but I think it reflects but little credit upon the 'successful advertisers,' and personally I do not believe that in the long run these 'greatest sharpers' are the most genuinely successful. On the contrary, I believe there is such a thing as being too sharp, and that the old saying 'Diamond cut diamond' will sooner or later prove effective in these 'sharpers' being outwitted by sharper sharpers who have control of the advertising departments of the various publications of the country. There is so much room for deception in quoting circulations and so good a chance for extra charges in the way of positions or broken column rules, extra charge for electrotypes, etc., that frequently, as has more than once come under my personal knowledge, the over-reacher has been over-reached.

"Would you have my own personal opinion of the characteristics which should go to make up the most successful advertiser, I would say a willingness to live and let live, to pay a fair price for good work, and pay when the work is done."

T. C. EVANS.

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THE characteristics which go to make up a successful advertiser are mainly those which make a successful man in any calling. Mr. Ward, in the October Number, very aptly described the characteristics of a few well-known advertising agents. No better formula could be employed for a description of the characteristics of the advertisers, but the entire dictionary would have to be exhausted to find a sufficient number of adjectives to apply to the vast army of advertisers, and to marshal them up in line as Mr. Ward has done, would take every page in your November Number. The only advertisers who are not successful are those who essay to start out on the sea without the services of a captain. (The advertising agent of experience.) These soon come to grief, and are the only ones who stoutly affirm that "advertising doesn't pay."

H. M. CARLETON.

MORE ABOUT GOOD SOLICITORS.

THE following letters were received too late to be included in last month's number, when the qualifications of good advertising solicitors were discussed by so many great authorities.

Mr. Cyrus H. K. Curtis, of the *Ladies' Home Journal*, says:

"In regard to the popular impression that great energy and unlimited assurance are the two most desirable qualifications for a successful advertising solicitor, no greater mistake could be made. The principal essentials needed are tact, good address, and a thorough knowledge of the adaptability of mediums for certain lines of business. To present new ideas to an advertiser, and therefore in a measure relieve him of a certain amount of brain work, is the surest way to secure, first his attention, then his interest, and then his confidence, provided your ideas are practicable and of value to his particular line of business.

Too many men in the advertising business become a nuisance for the simple reason that their only idea of effective argument with an advertiser is a circulation as large as they dare to claim. For successful advertising the mere amount of circulation of any particular medium is a secondary consideration; the first being its quality and adaptability to the particular needs of the advertiser."

MR. R. MCKEAN JONES, of Wycoff, Seaman & Benedict, says in his beautiful typewriter hand:

"I am old-fashioned enough to doubt seriously the correctness of the popular idea that unlimited assurance is the first requisite to insure success. To be thoroughly successful a good solicitor must be industrious and energetic, but these are conditions of success in every business, and not peculiar to advertising. Chief among the special qualifications of a first-rate solicitor, I am inclined to rank *tact*. Close observation, pleasant address, good judgment, and much perseverence are also essential. A really good solicitor is able to perceive almost intuitively whether he has hit upon an opportune time, and to govern himself accordingly. Tact and close observation also serve him well in determining which of his stock of arguments will be most effective in each particular case. A few well-chosen arguments are better than a multitude used indiscriminately. A good solicitor, like a good sportsman, will rely upon a few shots carefully aimed at the game in sight. Many seem to try to fill the air with broadsides upon the chance that some of the missiles may take effect.

Good judgment regarding mediums adapted to the advertiser's needs is requisite. It is folly to waste time expatiating upon the merits of a medium utterly unsuited to the particular thing to be advertised. To try, for instance, to convince the writer, as a solicitor did the other day, that a journal devoted to the poultry interest was an admirable medium in which to advertise such an article as the Remington Standard Typewriter.

Brevity is essential! Time is money! Most large advertisers are busy men who have no time to waste. Say what you have to in a quick pointed way, and quit. 'Even wit's a burden when it talks too long.' If not successful at first, judicious perseverance—which I distinguish from assurance—may bring success at another time."

R. MCKEAN JONES.

OVERHEARD IN THE SANCTUM.

Contributor: "It takes the frost to bring out the chestnuts."

Editor: "Yes, that's what I thought when I received your last lot of stove pipe jokes."

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THE SMALL BROTHER AGAIN.

OLDER SISTER: "Harry, do you know you're not driving that post in straight?"
LITTLE BROTHER: "Well, it's my reputation, not yours, that's at stake, isn't it?"

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MR. FROST'S CARICATURES.

THERE are few artists who use pen and ink, or pencil or brush for that matter, whose work has attracted the interest of all kinds of readers. An illustrator is likely to appeal to one sort of reader or another, but rarely to all sorts. Mr. Pennell is enjoyed by the critics and despised by the mob. Mr. Opper is admired by the crowd, but the critic passeth him by. But Mr. A. B. Frost is fortunate in find favor in all eyes because his work appeals to the cultivated eye of the man educated to understand the able draftsmanship and to the simple beholder who only appreciates the fun of the thing. Most of our readers who appreciate pen drawing will be interested to see how Mr. Frost works out his ideas by innumerable sketches, until the composition is perfected, and it is the result of these studies which gives the reader so much to study and admire in his pictures.



The sketches which accompany these lines were made in lead pencil at almost lightning speed. Their reproduction has been extremely difficult, but will fairly show how the artist lays out his work, sometimes ten sketches for a single drawing will be made before just the right idea is found. These hurried but spirited sketches were made for the series "Style" which appears in the November *Scribner's*, and we are indebted to Mr. Frost's kindness for his permission to reproduce them. They are made in pencil, but are certainly not less interesting than the finished drawings, so full of suggestion and action are



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they. We had hoped to be able to publish in this number a portrait of Mr. Frost drawn by himself, but the artist has not been able to prepare it as yet, though we think we can reasonably be able to promise it for an early issue.

THE POET IN A DILEMMA.

Enter POET: "Ah! I am so glad to find you in and disengaged." (*Editor, who is absorbed in the perusal of a cheerful contribution on the "Necrosis of Modern Politics," remarks at last*): "Well, what can I do for you?"

POET: "I have just thrown off a few stanzas on the "Harvest Moon," which I am sure you will only be too glad to print. What are your rates for poetic effusions of this character?"

EDITOR: "Let's see (*referring to imaginary schedule of terms to poets*), "Pale Lunas, Orbs of Night, Queens of—Ah, here it is: Harvest Moons one dollar per line. No charge for title or head line. If you haven't the cash by you, will take a good thirty day note."

POET (*Somewhat perplexed*): "But do you give poetical contributors nothing for the evolutions of their genius?"

EDITOR: "Certainly we do, the usual commission of course; same on Harvest Moon ads. as any other, 15 per cent. Don't you see. Here are 56 lines, comes to $56.00; commission $8.40. We only get $47.60; you get $8.40 and considering that Moons are something of a drug in the market you ought to be pretty well satisfied."

POET (*More mystified than ever, and dreamily withdrawing from the Editor's presence*): "Will think it over and see you later."

But he sees the editor no more; and after a season of reflective meditation concludes to send the Harvest Moon to the *Shucksville Perennial Harbinger*.

R. H. SYLVESTER.

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SOME FAMOUS ADVERTISEMENTS,

AND HOW THEY ORIGINATED.



THE October number contained a letter in which Mr. W. L. Douglas described the circumstances which led to the use of his now renowned portrait, and Mr. Miller the train of thought which evolved the historic question, "Do you wear pants?"

MR. EASTMAN'S FAMOUS PHRASE.

WE are glad to be able to publish Mr. George Eastman's account of how the lines, "You press the Button—we do the Rest," originated. Among all famous phrases this is undoubtedly the most successful. It has had the sincere flattery of being imitated by all sorts and conditions of advertisers. Its use has resulted in the amassing of a fortune. It has come to be common property, and is applied in every-day conversation everywhere. It is as familiar in London as in New York. It has even been used and quoted in books, to say nothing of its constant repetition in articles of every sort. The originator of this, as well as of the famous Kodak, to which it is applied, thus modestly gives an account of its conception for ART IN ADVERTISING, and now published for the first time:

"As to the origin of "You press the Button—we do the Rest," I can only say that it is an instance of a man building better than he knew. As you are aware, there are a great number of ideas sent me for adoption, and one afternoon in particular I was reading a long winded account of how to manipulate our Cameras. Out of a mass of copy submitted, I could find none that exactly suited me; most of them containing from five hundred words and upward. They all, however, were in effect that the button should be pressed, and that we would do the balance of the work. I finally cut everything out except "Kodak Cameras. You press the Button—we do the Rest." I can only add that no man was ever more astonished to find the phrase so universally popular. It has been highly gratifying to me."

GEORGE EASTMAN.

In this connection we may add that we hope to be able to give next month in the series, "Men Who Have Succeeded," an account of Mr. Eastman's very interesting career, which ought to be helpful to young men who have still their way to make.

THE TRAVELLER'S MORAL.

ANOTHER advertisement upon which probably as much money has been spent to make it known is the line, "Moral: Insure in the Travellers." We are indebted to Mr. Forest Morgan for the following history of its origin and use:

The phrase "Moral: Insure in the Travellers" is beyond question the most useful advertisement this Company has ever had or is ever likely to have; since it has for many years passed into popular use as a sort of proverb, advertising "The Travellers" continuously without cost, and advertising it in the best possible way, as the one accident company of the country. It has become part of the very consciousness of all the living generations.

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The origin of it was primarily the starting of the "Travellers Record" in 1865, as a company organized largely to spread before the public the results to them of "The Travellers Accident Insurance," and the necessity of carrying it. One obvious means was to give a list of the principal accidents that had occurred during the month, involving loss of life or serious injury; and the first editor, Mr. E. G. Barrows, naturally closed his first recital in the first issue with the words, "Moral: Insure in the Travellers." But neither he nor any one else perceived the exceeding value of this catchy phrase for many years after. In the same issue another tag was simply, "Insure in the Travellers," and another, "Moral: Get Insured in "The Travellers;" and although the familiar phrase occurs scatteringly as a tail-piece in the numbers for that and succeeding years, there is no apparent intention to make it a trade-mark and insignium of the Company.

Only in the issue for May, 1875, ten years and more after its first use, does it take shape as a company motto, whose exceeding value is clearly perceived and deliberately utilized; so that we may fairly set down April, 1875, as the date of its actual conception. In that number every article, poem, joke, and item of every kind, even to clipped laudations of the paper itself, was tagged with the famous motto, which thenceforth became identified with the company. This was only four months previous to the editor's death; whether it was his own idea I know not, but we may fairly call it his swan song.

FORREST MORGAN.

* * *

Other articles in this series will be given from time to time.

GRINDS.

A FREE JOURNEY.

SOMEBODY has expressed a doubt that Mr. Child's paper, "*The Mayflower*," has not the 200,000 circulation the publisher claims. Mr. Childs asks us to say to such persons that if they will call at Floral Park and he cannot prove all he claims, he will pay the fare and a proper sum for the time spent. We wish, by the way, that Mr. Childs in the goodness of his heart would tell us how he secured these 200,000 subscribers in a short article for "ART IN ADVERTISING."

PRIDE GOETH BEFORE A FALL.

WE have been carrying about with us some days a letter from the London & Hartford Publishing Co., of Jersey City, N. J. It reads thus:

Editor ART IN ADVERTISING.

SIR: "Please place us upon your subscription list at once. We have never seen a publication similar to this in all England. You are congratulated upon it. Yours truly,

LONDON & HARTFORD PUBLISHING CO.

Of course we knew that we were the people, but it was a pleasure to be told so by a company with so imposing a name. We happened to show it a day or two ago to a brother publisher, who pulled out an exact duplicate. Further investigation revealed the fact that this letter has been pretty generally distributed about the country, and we publish this confession for the benefit of the trade generally.

IN our October number we said that Mr. R. H. Sylvester, author of the article "The value of an Advertisement," was managing editor of the *Washington Star*. We should have said the *Washington Post*. We trust Mr. Sylvester will overlook this unpardonable mistake.

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AMONG THE LITHOGRAPHERS.

In the contest for business something like an abuse has crept in among the lithographers which has assumed such proportions of late as to be a serious menace to the business. It is safe to assume that in no other line can a customer put a house to such expense as is frequently done in lithography, and oftentimes needlessly. If a firm estimates that possibly they may order a show card, immediately a dozen houses commence work on an "idea." I have known cases where the value of the designs submitted exceeded the amount of the sale quite considerably. The effect of this is, of course, to turn loose a series of misfit designs, for naturally enough the houses who did not secure the business seek another outlet for the work. If by accident they stumble across another buyer a few changes are made and the design goes. But the end of the year usually shows a large percentage of unused sketches, and year by year the proportion increases.

***

To give a clearer idea of how competition has effected this particular line of industry let me instance how a large consumer can deal with the best of lithographers—none being too busy to decline his orders. Babbitt & Co. wish a show card. A design is shown that pleases them; but the public is fickle, and what pleases Babbitt may not please them. So the order is given for 3,000 with a promise of more if the design "takes." The price paid for this lot is $180.00. The cost to the lithographer is nearer $500.00. Of course should the card be successful fifty or one hundred thousand copies may be ordered, in which case the lithographer is all right. But if it doesn't he is *dans lâ consummé*.

***

Now, of course, one cannot blame Babbitt & Co., nor yet the lithographer. But I respectfully submit that such a situation demands reform. Such cut-throat methods serve to disintegrate business, and can only result in harm to those who tolerate them. What the remedy is cannot be foreseen, but a glamour of hope may be had from the practice of a few of the leading advertisers who place their order at a stated price on the guarantee to submit a design that will be acceptable. Wherever this practice has been tried it has been found to work to the advantage of all concerned.

HENRY COLORMAN.



FROM A FRENCH STUDY.

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AN EXTRA SPLURGE.

THE advertising season may be said to be at its height just now, and the publisher who is not preparing an extra splurge in the way of a Christmas number is hard to find. Colored covers, colored insets, and innumerable other inducements are being held out to the advertiser, and from all I can see there is quite an appreciation of this unusual effort. I am confident that the Holiday numbers of our leading publications will be worthy of the time and the season. No expense seems to have been spared to make the Christmas week a memorable one, from a literary and artistic point of view.

***

CHIEF among the topics of discussion among the craft is the advent of T. B. Browne's great London Agency into the American field. Immediately on his arrival Mr. Browne sent a request for a representative of the leading advertiser's journal to call on him. I was surprised on making his acquaintance to find a much younger man than I imagined. He has a characteristic British manner however, and refers to "Sawmple" copies and speaks of his "clarks" at home with true British mellifluence. Mr. Browne has a peculiar individuality, and for an Englishman moves with remarkable rapidity, talks quickly and gets at the marrow of a thing just like a real Simon pure Yank.



WHERE CAN I FIND MR. MORSE.

In some respects I like the English way of doing business better than I do our own. Mr. Barrett, Mr. Beecham and Mr. Browne all possess in common that faculty of doing business without any apparent effort. There is not so much of what we are pleased to call "hustle" about them, and they seem to have a wonderful knack of relegating these petty details that take so much time to other hands. It is seldom that these men are drawn into a consideration of unimportant trifles, and the result is that the end of a day's work usually finds something really accomplished.

***

THIS American habit of trying to do everything oneself ought to be abandoned. Mr. Browne's business in London is, I am told, the largest of its kind in the world. Besides that he publishes several papers, notably, *The Gentlewoman*, a weekly periodical containing more pages in one issue than the *Ladies' Home Journal*, *Harpers Bazaar* and *L'Art de La Mode* combined, and its contents cover about the same field. How he finds time to manage all his enterprises can only be accounted for on the ground of executive ability, which he, or some one in his employ, must possess in a marked degree.

Mr. Browne's American branch will be in charge of Mr. Henry Mann, a gentleman whose acquaintance on this side is very large. Mr. Mann is thoroughly conversant with the

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American Market and will have practical control at this end. An important feature of this venture will be the cable system, by which every transaction will be transmitted to London (including copy), so that insertions will commence as speedily as if the publications used were here. By some wonderful means not revealed by Mr. Browne illustrations will also be transmitted by cable. I suppose this new method of tracing pictures by electricity will be employed, and already this American idea is proved at once highly valuable, and as usual the Englishman gets the most out of it. We welcome Mr. Browne to our shores, and hope he will be the means of increasing the publisher's revenue both here and at home in his new connection.

***

THE *New York Evening Post* must be a really great paper—it brought an answer to an advertisement inserted in its pages in less than half an hour after the appearance of its first edition, and I believe broke the record. It happened thus: On Wednesday afternoon, October 7th, the advertisement of ART IN ADVERTISING appeared in the *Evening Post*, and by half past two that same day the first direct return appeared in the shape of a young gentleman from the *Commercial Advertiser*, who offered us an opportunity to extend our sales through his journal, but our appropriation had been exhausted, and we sold him a copy of the October number instead so that he could study up the character of the best solicitor as set forth by the most approved authorities.

***

IN this same connection I may mention a story I heard the other day, of an advertiser in one of the magazines. The article advertised was an expensive thing, which appealed only to a small class of people. There came some forty or fifty answers, and all but three or four were from other publications soliciting an insertion of the same announcement "at special rates, etc." Among the most persistant of these letter writers is a Brooklyn medicine journal, which seems to be firmly convinced that every sort of thing can be appropriately and advantageously advertised within its pages.

***

FOR some time the following advertisement has appeared in the advertising columns of the *New York Sun*.

A WOMAN OF TITLE, moving in the first society in London, and visiting at the best houses in town and country, will receive a young lady into her house as a friend; carriage, horses, and everything provided; references exchanged; terms £3,000 per annum. Address PATRICIAN, Smith's Advertising Agency, 132 Fleet st., London, England.

I don't know whether it really means what it says or not, but if it does, we are offered one more proof that the English are the greatest advertisers in the world, and if this advertisement pays that some Americans are the biggest examples of idiots extant.

***

Now and then something good does come out of Philadelphia—just enough to prove the rule. Here is an advertisement which impresses me most strongly when I see it in the magazines and upon the elevated railroads. The catch line "See that hump" "When it's hooked it stays hooked," ought to be if rightly managed as popular in two years as any of the famous advertising phrases. It will grow I prophesy, if properly managed. Messrs. Partridge & Richardson, why don't you come and live in New York?



See that

hump?

It's the feature of the De Long Hook and Eye. When it's hooked it stays hooked. Easily unfastens when you want it—not before. 15 cents a card of two dozen.

Partridge & Richardson, Philadelphia

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I HAVE often spoken of German advertisers as showing great skill and nerve in spending money on printer's ink. Here is a sample of the ingenuity of one of our German contemporaries. To say that this hair tonic beats



the world is to do but scant justice. It not only makes a wonderful growth, but induces the hair to assume fantastic and beautiful forms, such as few but the most expert Teutonic barbers are able even to suggest.

***

I WAS interested to pick up in Boston the other day, a copy of *Scribner's Magazine*, and I found on the contents page that it was the "New England Edition." I could not find that it had any article especially devoted to the joys and intellectual results of bean eating, but it did seem to be distinctive in that it had some dozen or so pages of local advertising printed on a pale yellow paper and inserted among the advertisements in the front of the magazine. I should think the idea was a very good one, as there must be many advertisers in a place like Boston who would be glad to use a magazine whose circulation was confined to that part of the country where their business is done, but cannot afford to spread their advertisement over the whole United States.

***

THE *Century* seems to be getting to be, for so staid a periodical, what the boys call "quite fly," in the advertising it is doing. The publishers are sending out through the newsdealers a calendar ingeniously arranged to fit into the inside lid of a watch, so that every time one looks at the time, one can figure out the day of the month. It is rather a clever idea if people can be made to understand and use it. Another good thing the *Century* did is the prospectus printed in the October issue. Its arrangement was very attractive and shows that Mr. Ellsworth has a good advertising sense.

***

THERE seems to be a fashion growing up among the railroads to do all their special advertising in the form of reading notices. Perhaps one of the cleverest which has recently appeared was the paragraph published in the New York papers about the passenger on the Pennsylvania Limited Train who upon seeing the stock reports in the library car, on the morning of that famous day when stocks jumped up on the largest day's trading done in years, wired his brokers to buy, and upon the next bulletin he ordered them to sell, and before leaving the train made several thousand dollars—all on a journey from New York to Chicago. Mr. Barker, I am told, is the presiding genius who keeps the advertising ball rolling for the Pennslyvania, and he is certainly very good at it.



MR. W. C. GATES, now of the *Review of Reviews*, left the *Milwaukee Sentinal* to push Mr. Stead's monthly in New York. It seems a courageous thing for a monthly published in England to do when it secures a man like Mr. Albert Shaw to Americanize and re-edit its pages, and to get a man like Mr. Gates, from the beer flowing shores of Milwaukee, to run the business end. I am told that the magazine is doing well.

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BOOK NOTES.

OCCASIONALLY the reviewer of a book and the writer of its advertisements may, with equally clear conscience, commend it to a naturally suspicious public. "Colonel Carter, of Cartersville" (Houghton, Mifflin & Co.) is fairly entitled to all the alluring adjectives by which it is advertised. One meets here with a fresh, winning personality in the optimistic, hospitable Virginian gentleman of decayed fortunes, as typical in his way as Hosea Biglow and Daisy Miller are in theirs,



COL. CARTER.



COL. CARTER'S DOOR.

and quite as likely as they, we think, to endure in American literature. The whole book is pervaded by the gentle refinement of his presence. It is almost unnecessary to say, having said that Mr. Hopkinson Smith wrote the narrative, that it abounds in capital humour, at least two of his stories having already become classics in club circles. He is a skilful sketcher of character as well as of more material things, and certainly he has written a charming story, whose chief merit, however, lies in the writing of it.

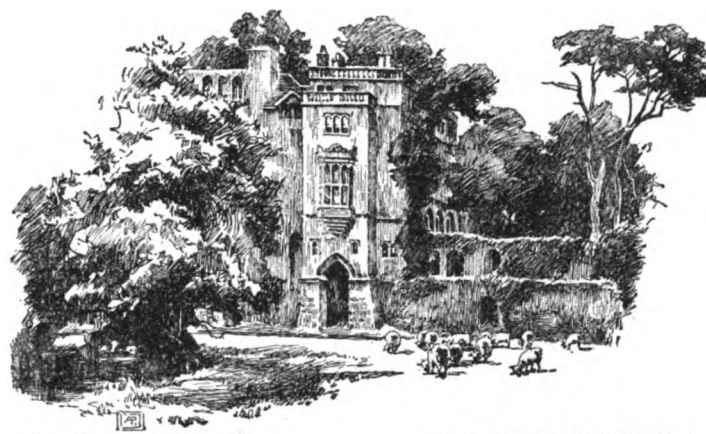
Count Leo Tolstoi sets forth some of his most radical views of society in a collection of short stories which would be rather juvenile reading were it not for the profundity of the morals, thinly disguised, in each tale. Apparently he would have all mankind dwell in communities, abolish the army, despotism of every kind, not omitting money, and establish a sort of democracy where every member would be both a worker and a producer. These ideas are plainly seen through the little fairy tale "The Old Devil and the Three Little Devils," (Charles L. Webster & Co.) which lends its title to the collection, although they somehow eluded the vigilance of the Russian censor.

Dr Holmes's three poems of locomotion, if "The One Hoss Shay," "How the Old Horse Won the Bet," and "The Broomstick Train," (Houghton Mifflin & Co.) may be classified under such a head, appear in dainty gift-book form, and are embellished with many quaint drawings by Howard Pyle. In speaking of a racing poem, it is perhaps permissible to refer to the attractive bookmaking of this little volume.

Perhaps there is no other river of its size in the world which flows through such interesting country, and is at once so picturesque and so surely immortalized by historical and literary associations as the Avon. One realizes this afresh in glancing over

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"The Warwickshire Avon" (Harper & Bros.) in which Mr. Quiller-Couch with his pen and Mr. Alfred Parsons with brush and pencil describe a journey along its pleasant waters. At every turn of the page the illustrations give glimpses of the most typically English scenery in all England, and it is quite evident by the exceptional beauty of the drawings that the artist has revelled in its loveliness. Mr. James L. Ford's "Hypnotic Tales" (Keppler & Schwartzman), republished in this little paper booklet are distinctly helped by their being collected together. Everyone who has read "Puck" is familiar with them, and next to Mr. Bunner's "Short Sixes" they are the cleverest things published in the paper. The illustrations also are especially good.



From "The Warwickshire Avon." Copyright, 1891, by Harper & Brothers.

GUY'S CLIFF.

"The House of Martha," (Houghton, Mifflin & Co.) is Mr. Frank R. Stockton's latest novel, and to our thinking is his best. "Rudder Grange," and the writer's inimitable child stories are not mentioned in the comparison, as they are of another class. But the "House of Martha" is certainly a better creation than "The Hundredth Man," and at least some people will enjoy it more than "The Late Mrs Null," though we question if its success will be as great as that most popular of books.



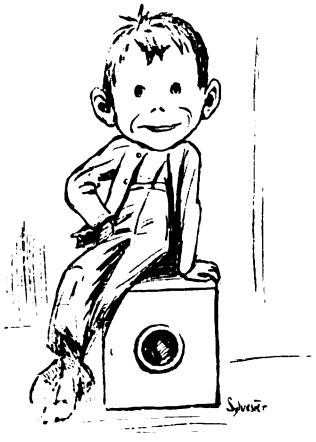
FROM "THE ONE HOSS STORY."



FROM "HYPNOTIC TALES."

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THE OFFICE KODAC.



AT THE PAWNBROKERS.

Tramp: "I'd like to raise something on this coat."

Proprietor examing the same very gingerly: "You might try potatoes?"

PEOPLE who have taper fingers are not necessarily "light fingered."

PATRIOTIC.

First Man: "Patriotic little town you've got here?"

Second Man: "Yes, even the streets are paved with flags."

LADIES who use too much powder, are apt to look flashy.

A PLACE for "everything"—The *Century* dictionary.—*Adv.*

A BARBAROUS custom—Shaving.

THE best color for an old horse?—Chestnut.

A MAN of high station—The ticket seller on the elevated road.

DIED in the wool—Mary's little lamb.

THE GENUINE ARTICLE.

Mrs. Connelly: "Going to have a rail fence, Mrs. McFlab?"

Mrs. McFlab: "*Rale,* is it! Did ye think I'd be havin' an imytashun?"

LAY up your money for a rainy day, and then you will be able to buy an umbrella.

A COMMUNITY OF INTERESTS.

"Would you like to see my collection of ores, Mr. Gallus?"

"Why certainly, Miss Dooless, I'm interested in boating myself."

E. L. SYLVESTER.



Here is a Japanese way of showing the benificent effects of Beer on the guileless native. The figure in the centre shows the nourishing effects of the curse of Western civilization.

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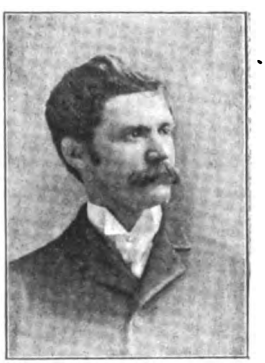
THE MAKING OF "JUDGE."

I HAVE never been able to understand why every one who happens to speak of Mr. W. J. Arkell should invariably call him "Billy." Not long ago I read one of those naseauting "grinds" full of inaccuracies and misstatements, and all through it was "Billy" this and "Billy" that. I thought at first it was a sketch of life in Harlem and the introduction of a goat was proper enough, but when I learned that it was a sketch by the "inimitable" Joe Howard I got an idea what "inimitable" meant.

Mr. W. J. Arkell is modestly termed the business manager of *Judge*, but in realty he dictates the policy and the scope of *Judge*. If the country seems to want something about Mr. Blaine, Mr. Arkell sinks himself into the business manager and gives the public what they want, though his "'art is true to Poll." Wherein Mr. Arkell proves himself to be possessor of a wise and wondrous head for one so young and fair; he would like to give us Harrison all the time, but *Judge* comes first and personal preferences second.

The whirligig of politics rarely made a more eccentric turn than when it landed Mr. Bernard Gillam on a Republican paper.

Mr. Gillam's career is of more than passing interest. When he arrived from the other side, a boy of about 18, he surveyed the field of art, as exemplified by the work already done, and decided that what it wanted was a thorough revolution, to accomplish which he immediately executed a pretentious canvass, depicting an early scene from American history, wherein was portrayed the gallant struggle of a body of Aztec Indians, against a detachment of Spaniards; all around lay the bodies of the dead and the dying, and Veratschagin in his goriest moments never equalled such a scene of carnage. The picture was sent to the Brooklyn Academy of Fine Arts, and was numbered 93. No one ever called it anything else. "The sensation of the hour," said the *Eagle*, "is Number 93. There was never anything funnier than the dying men in 93, unless it is the men who are already dead. Don't fail to see it; it's the greatest show on earth!" Crowds hung around the canvas all day. Gillam's dramatic effort provoked nothing but screams of laughter, even from a Brooklyn art audience, and the artist was advised to hire a hall and take it round the world.



MR. BERNARD GILLAM.

Tears came to the young man's eyes, and he was heart broken at the failure of his first attempt. But he concluded to go out of the Revolutionary business. He did not forsake art however, and was soon after employed in the various weeklies in the city till he joined the forces of *Puck*. In the Spring of '84 began that brilliant series of Blaine cartoons that have tormented Gillam ever since. A man doesn't score a hit like that but once in a life time, but the subscribers of *Judge* are always kicking. "If you don't give us something like the Tatooed Man I'll stop my paper."

The first of that series, like many other great ideas, had its inception in a very lowly quarter. An evening in Worth's Museum,

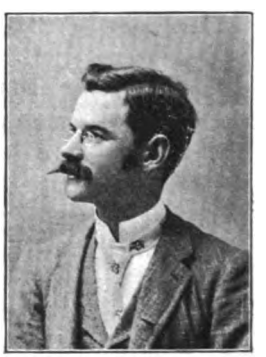
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suggested the Political Dime Museum. The original draft shows Blaine as a tramp, the patches bearing the charges made against him. The second as an Indian, with the charges lettered on the girdle. Neither were satisfactory, but Capt. Costenthus suddenly came to mind, and Blaine appeared as The Tatooed Man. Much to their surprise the papers were all sold out two hours after reaching the stand, and perhaps if Mr. Blaine had ignored the attack, they would have remained in ignorance of the real cause of the sudden success. But word reached the office that Blaine was preparing to attack them, and the lead was immediately followed. Over 300,000 copies were sold, and as many more would have gone had not the stones given out. The next man to make a break was Logan, who said such cartooning was simply barbarous. The week after that remark, Logan appeared trying to rub out the tatoo marks with sand paper. That brought out the claim that it was a shame to vilify the man who resembles Washington nearer than any other American. By a quiet pool, throwing a clear reflection, with Lily pads all around him, bearing the ecstatic faces of his admirers, Blaine next appeared. Gazing intently at the tatooed reflection he ejaculated, "Goodness me, how much I look like George!" I often wonder what the feelings of these two men must be, now the warmest friends; the one regarding the man who withheld the coveted prize from his grasp, the other who would do all a mortal man could to atone for mischief now beyond repair. Truly the hand that hold the crayon rules the world.



Mr. Gillam's later career is too well-known to need much recapitulation; it is the history of *Judge* up to date. From a circulation of 3500 it has reached a "commanding position," or whatever they say when they want to puff the circulation. I sometimes think it would be better for the paper and better for Gillam's fame, if he would attempt only the double page cartoon and leave all the rest to others.

But there are other clever men beside Gillam on *Judge*, and though I cannot speak of them at length in this article, I shall have something more to say later on. But Mr. Hamilton "Victor," (who by the way is Mr. Gillam's brother), Mr. Flohri, Mr. Daggy, Mr. J. H. Smith, Hal Hurst, and last but not least, Mr. Zimmermann, are all entitled to honorable mention.



MR. W. F. COOK.

Mr. Willet F. Cook, who writes on the shifting sands that there is but one *Judge*, and only one, is the man whom every advertiser sees, and though he is greater than either Gillam or Arkell, he is content to go through the world without saying anything about it. He is a quiet, unassuming young man, with a mustache fiercer than Count Herbert Bismarck's. Polished, diplomatic and courteous, Mr. Cook well represents the business end of *Judge*. He is an up country lad, and lives in Canojaharie, where he forgets all about business with his wife and babies; there are no babies like Cook's babies except my babies, and my babies I back against the world.



OLIVER FLOORWALKER.

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THE MAN OF THE TOWN.

ONE of the men whose face has recently been missed from its accustomed haunts, is Mr. L. M. Myers, the secretary of the well-known Hostetter's Company, of Pittsburgh. Mr. Myers is slowly recovering from a long attack of sickness brought on by overwork, and the few letters I have had from him lately have been dictated from his room. Had I known of the effort it must have caused him I should not have asked the editor to request his views on the Solicitor, and the fact that he complied is under the circumstances a compliment which the readers of ART IN ADVERTISING ought to appreciate. Mr. Myers is now, I am happy to say, in a fair way to a speedy recovery, and I shall be glad to see him back where we can all get business from him once more.

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THERE is renewed activity all along the tobacco line, due I suppose to the stimulating effect of the McKinley bill. I used to buy a pretty good "three-for" cigar, but since this beneficent tariff went into effect I can't smoke my old-time "three-fors," and I must perforce raise the ante or go without. Like a good many other disgusted citizens, I have sought solace in a pipe, and if Mr. J. B. Pace would only kindly call off his dogs of war, so to speak, in crowding the merits of his Skye-terrier tobacco, all would yet be well. When I say Mr. Pace I mean Mr. Ehrmann, for Pace is Ehrmann and Ehrmann is Pace for all practical purposes.



MR. J. EHRMANN.

Mr. Ehrmann has certainly done some highly effective advertising on behalf of his favorite brand, and if I was to believe half the fairy tales Mr. Wineburgh tells me about it I would never know any other tobacco so long as I smoked. Mr. Ehrmann has a quiet, unassuming manner, and earned his spurs in the Southern Capitol. Since his advent in New York he has stirred things up, and if all I hear is true, the Marburgs and the Lorillards and the Dukes are preparing to give battle royal, and Mr. Ehrmann, with all his millions, will find that his supremacy will not be conceded without a struggle.

THE PEIPETATIC.

THE ADVANTAGE OF EDUCATION.

AT the kindergarten the teacher had been telling what a hard time Columbus had to get money for his expedition to set off and discover America.

"He first tried the King," said the teacher, "and then the Queen, but they would not help him.

"What was the matter with the Jack," piped up an eight year old.

At the same kindergarten the teacher devoted much time to impress the children with the idea that they should do some kind or useful action for some one every day.

Next morning she asked if any of the boys or girls had done any useful thing the day before. There was a prompt raising of hands.

"Well, Johnnie what did you do?" she asked aforesaid eight year old.

"I brought up a cocktail for papa before breakfast this morning," was the proud reply.

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"BOY WANTED."

By Artemas Ward.

THIS brief announcement, and the prompt reply of the successful applicant, has had a marked effect on the fortunes of the greatest and of the least noted of men. From Benjamin Franklin down to "Billy" the cash boy, who never rises higher than "William" the porter, the sign "Boy Wanted" has proved the turning point of many a life.

What a volume in two words! The story may be read in a thousand ways, may be answered in a thousand forms, may end in a thousand various results.

I well remember how carefully I framed my replies to this then portentous announcement, when I began to woo the fickle Goddess of Commerce. It was my first real study of an advertisement! Having secured a suitable situation myself, I still studied these announcements for the sake of others who were not so fortunate, and was able to assist many to obtain situations which they sorely needed. Later on, when I resigned a position because it did not pay me $1,000 a year, I again turned to the "Want" column, and one advertisement which I answered read, "Boy wanted in a shipping office. Address, Ship." My application read, "Noticing your advertisement for a boy in a shipping office, I am tempted to answer it in the hope that you may have room for one who with a wider experience would nevertheless be satisfied with a reasonable salary." This little bit of enterprise on my part resulted in securing the position of Correspondent in the office of Peter Wright & Sons. Three years later I secured a position for which there were 426 applicants. In this instance my letter of application was condemned by my best advisers—it was short (one sheet of note paper) but clearly stated my claims for attention in the case. They felt that it would be more business-like and modest to write with formal dignity, "Permit me to make application for the position mentioned in your advertisement in the *Public Leager*—if favoured with the appointment I will do my best to serve you, and meanwhile beg to refer you to Messrs. So and So." Only five letters out of the 426 were opened—mine was the fifth, and I secured the place. One of my friends answered advertisements in the formal manner until he was tired, and I told him that unless he did something *unusual* he would experience uniform neglect. He had written his ninety-ninth application, and being either too economical to destroy the work, or too lazy to write it over, marked on the outside of the envelope with a blue pencil, "open this first"—to his astonishment he obtained the situation.

The office-seeker is generally hungry enough, but he must be as active and as shrewd as his rivals if he hopes to secure a prize. Nonsense should never be attempted. Merchants do not seek to employ humorists as assistants. A petition stating urgent need is almost uniformly fatal: Want argues a lack of success: Poverty of the pocket suggests poverty of moral or physical resources: Most men have too many applications from their intimate friends for any surplus capital which they have, without willingly involving themselves in new charities towards strangers. Long letters are always an abomination. The merchant who advertises for assistance cannot afford the time to wade through long personal narratives and windy protestations and promises. A direct, short, manly, hope-

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ful, original application, stands the best chance.

A "Want" Ad. in the *Public Ledger* for a Bookeeper's Assistant was signed "P. Q. & Co." The quick eye of one seeker fell upon these initials, and he said, "There are but few Q's in the directory, still less 'Q & Co's,' probably only one 'P. Q. & Co.'—within half an hour he was in their business office making personal application for a position which hundreds of others slowly answered by the next morning's mail.

* * * *

Boy Wanted! When I was a boy it was customary to pay Fifty to One Hundred Dollars for the first year, and I worked for eighteen months for the latter figure. Perhaps it was better, for good positions were not sought for the wages, but for the experience, and such pay left small room for cigarettes or nonsense. The boys realized that they were not paid, and that they must pay themselves by learning the true principles of commercial life. It was only one remove from the apprenticeship system—the worker was at liberty, but paid rather in opportunities than in Cash.

* * * *

Boy Wanted! Go to the position, my lad, with a determination to do well whatever you attempt. Put the postage-stamp on right side up and squarely related to the corner of the envelope; post the letter book with exactness, and fold your circulars so that the corners will be as squarely put together as though they were cut by machinery; observe what is going on around you in the office—you will soon find that everything is criticized—Employers, Superiors, Inferiors, all alike are weighed in the balances by the petty clerks and found wanting. Be sure to avoid the mistakes which you criticize; if you succeed in doing this, your future success is assured, but remember that more men have attempted it than have succeeded at it.

* * * *

Boy Wanted! In one sense it comes like a cry, for I said in my haste like the Psalmist, "There are no good boys;"—no earnest boys, willing and quick and obedient, ready to learn, prompt to undertake, certain to finish what is set before them; there are plenty of bright ones, so bright that they are flippant, so self-important that they are valueless, so smart that they steal, not always the employer's cash, far oftener his time, or his opportunities. There are *good* boys—good, slow fellows, without ambition, without action, who never think of advancing themselves, and who never, therefore, advance their employer's interest; yet they serve a purpose and are better than those who are over bright. One active worker in the world said to me, "I want an office boy and I want a dumb one; I am tired of these bright boys who generally know more than I do. I want a boy who will be simple enough to execute exactly what he is asked to do."

* * * *

Boy Wanted! There is plenty of room, plenty of opportunity, though the advertisement reads for a boy only—remember what may result from such beginnings and you may realize that the words, "Boy Wanted," include within themselves broader ideas; that the world wants workers; that the boys of yesterday are the merchant princes of today; that they in turn want boys who, if they are diligent, may climb the ladder of success and secure their share of the prizes of the commercial world.

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FREEDOM.

WE publish herewith a circular which Mr. Geo. P. Rowell is sending out in large quantities:

NINE ISSUES FREE.

FOR the purpose of offering some consideration to those who intend sending orders for PRINTERS' INK for advertisements to run through the entire year 1892, the publishers have now decided to accept such orders at schedule rates, and to insert the advertisement in all the remaining issues for 1891 WITHOUT ANY CHARGE WHATEVER. This offer does not apply to an order for the first, second or last pages.

No issue of PRINTERS' INK for the remainder of the year 1891 will be so small as 40,000 copies.

Any person contracting now for a yearly advertisement to be inserted in PRINTERS' INK will be entitled to receive additional the full amount of his order in yearly subscriptions to PRINTERS' INK, and his subscribers will be informed of the name of the person to whom they have become indebted for the complimentary yearly subscription.

It is apparent from the above proposal that an advertiser who contracts for a page in PRINTERS' INK for 1892 at $5,200 is entitled to nine gratuitous issues of his advertisement in November and December, and also to 2,600 paid-up subscriptions, to be sent to any names selected by him of persons who ought to become advertising patrons of his own. If he sends names of persons who are already on the subscription list of PRINTERS' INK, a record of such will be kept, and he will be allowed to furnish additional names to be substituted.

Address all orders to

GEO. P. ROWELL & Co., Publishers,
10 *Spruce St., New York.*

WE have always contended that gratuitous circulation is of small value to the advertiser; and the correctness of our position is best demonstrated by the support accorded this paper so far by the trade in general. Notwithstanding that our space is sold for cash and cash only, except in the present instance, and that we insist upon established rates; that our subscription list contains no dead heads, no subterfuges of any kind, the fact still remains that we are building up a safe, solid and substantial property, and that in the face of competition that under ordinary circumstances would prove ruinous. This seems the best argument we can offer against free circulation, free advertising, free everything.

We have published a paper in the sole interest of its constituents. We have no axes to grind and no one's personal business to advance. It is a matter of considerable pride with us to know that our paper is regularly read (and paid for) by a list of names that are known and recognized everywhere.

We return thanks for the kindly interest manifested in us by our subscribers heretofore, and renew to *Printers' Ink* assurances of our distinguished consideration.

Although journalism in the United States has a long history, and a history of constant growth and development, the American newspaper as we have it to-day is the creation of the last fifteen years. The difference between the shabby little gazettes of the Colonial period and the foremost city newspapers of a century later, was scarcely as great as between these and the leading dailies of the present time. Nowhere has the change been more marked than in Philadelpnia, rash though the statement may appear, and the growth of the modern newspaper has no better illustration than in the career of the Philadelphia *Times*. It is universally quoted as one of the best printed dailies in the world, and as we are sticklers for neat typography we don't mind cracking them up for it. As the *Times* led the new departure in Philadelphia at the beginning, it is not at all unlikely that if another new departure should ever occur in Philadelphia, the *Times* would doubtless be found somewhere near the front of the breastworks.

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Quality
THE BEST
in the world.

Quantity
INCREASING
23,000 a day now.

"There is probably no daily newspaper in the United States, none in the world in fact, with the possible exception of the London *Times*, which can boast of so high an average of culture, refinement, and wealth among its readers as *The Evening Post*. With such a character and such a circulation it is not to be wondered at that for any goods which appeal to high-class patrons it is one of the best advertising mediums in the country. Advertisers are beginning to discover that quality counts even more than quantity."—*Journalist, New York, July 11, 1891.*

The Evening Post contains more advertising than any other evening paper in New York City.

THE EVENING POST,
206-210 Broadway, New York City.

Mr. P. T. Barry, of Chicago, and special agent for *Buffalo Tidings, Yenowine's News*, and other excellent journals, writes that he has opened an office at 10 Spruce St., New York, under the charge of Mr. Samuel Carruthers.—*Adv.****

I HAVE received, as I suppose everyone else has, a pamphlet describing the establishment of the Chicago *Blade and Ledger*, with numerous tail pieces and other decorations. To me, however, more interesting is the circular which accompanies the pamphlet, describing the suit brought by W. D. Boyce against Geerge P. Rowell for undervaluing the circulation of the aforementioned papers. I shall be interested to see the outcome of the suit, and it is a good thing for all concerned to have a legal test of just how much latitude the publisher of newspaper ratings can take.

—THE—
Toronto Globe.

Canada's Foremost Newspaper.

DAILY EDITION delivered each morning by Special Train, carrying GLOBES only and running 150 miles through Ontario. Circulation printed in plain figures every day.

SATURDAY EDITION, 20 pages, with four pages on extra paper, beautifully illustrated by half-tone process. Handsomest Saturday daily in Canada.

WEEKLY EDITION—"WEEKLY GLOBE AND CANADA FARMER"—reaches every nook and corner of Canada. The most popular family weekly in the Dominion.

Rates Based on Actual Circulation.
Detailed Daily Statement to any Advertiser.

Exclusively represented by
ROY V. SOMERVILLE,
SPECIAL AGENT,
105 Times Building, New York.

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You doubtless remember how generally this contest was advertised. In view of that this letter will be of interest

Yrs Tadella P.C. Co

TADELLA PEN CO.,
ST. PAUL, MINN.

Tadella Alloyed-Zinc Pens.

St. Paul, Minnesota, Sept. 7, 1891.

PUBLIC OPINION CO., WASHINGTON, D. C.

Gentlemen:—Last Fall we offered prizes to those who should form the most words from our trade-mark, "TADELLA ALLOYED-ZINC PENS," and advertised this contest in nearly, if not quite, all of the leading publications of this country. We received over 3,000 replies from subscribers of PUBLIC OPINION. Only one medium, and that a periodical having a circulation over 500,000 secured us more replies (and that only a very few more) than your paper did. The intelligence of the readers of PUBLIC OPINION was well attested by the character of their letters to us, and we know of no medium that reaches the intelligent, well-to-do classes more effectively. We intend that our advertisements in PUBLIC OPINION shall never grow less.

Yours respectfully, **TADELLA PEN CO.**

Any responsible agent will give you rates or you may write to us. Why not try "Public Opinion"?

THE PUBLIC OPINION CO., Washington & New York.

In carefully ascertaining what his advertising costs him,

W. ATLEE BURPEE,

The well-known Seedsman of Philadelphia,

Has shown that out of 48 papers and magazines 45 cost him more than the

NEW YORK WEEKLY WITNESS.

CONFIRMING THE ABOVE THE FOLLOWING UNSOLICITED TESTIMONY HAS BEEN RECEIVED

[*COPY.*]

475-477 North Fifth St.,
407-478 York Avenue.

PHILADELPHIA, Aug. 27, 1891.

Messrs. JOHN DOUGALL & CO., 150 Nassau Street, New York.

Gentlemen:—On the writer's return from Europe a few days since, in looking over the tabulated returns from our advertising this season, he was pleased to note that the WITNESS has not only held its own, but shows a decided improvement, having cost us this season apparently only 39 cents per application instead of 50 cents as last year. Divided by three (as two-thirds of our applicants did not mention a paper) this would show an actual cost of 13 cents per applicant, which is considerably below the actual cost per applicant of the total received. We are very much gratified with this result, and take pleasure in acquainting you with the fact.

Yours truly,
(Signed) W. ATLEE BURPEE & CO.

Several of my clients endorse the "Witness" as an advertising medium of great value. I am therefore much pleased to receive orders for a paper so likely to give satisfaction. Estimate with sample on request.

F. W. NOSTRAND, General Advertising, Tribune Building, New York.

N.B.—The Edition of the WITNESS of December 2, will consist of 100,000 copies. No more than the ordinary advertising rates will be charged.

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ART IN ADVERTISING

COME NOW.

— ADVERTISE IN —

Judge Get your contract in for the presidential year—when *Judge* circulation is such as to make space doubly valuable.

WILLET F. COOK, *Advertising Manager.* 110 FIFTH AVE., NEW YORK

THE AGENTS' GUIDE.

ABSOLUTE CIRCULATION, **60,000.**

I will forfeit $100 if the circulation every issue for the past ten months cannot be shown to be in excess of **60,000** monthly.

Send for sample copy.

GEO. W. CLAFLIN, Publisher,
122 NASSAU ST., NEW YORK CITY.

THERE is much Art in knowing where to Advertise. Inquire of KATE FIELD'S WASHINGTON, 39 Corcoran Bldg, Washington, D.C.

SAVE TIME and writing letters by getting your information about Summer or Winter Resorts from THE TRAVELERS' BUREAUS OF THE NEWS SERIES (Herkimer, N. Y., Office). No charge for the service.

HOW'S THIS?



Reliable agate measure, letter opener, leaf cutter. Made of **Aluminum**, the wonderful new metal. Light as wood. Strong as steel. Cleaner than silver. Will not tarnish or corrode. Six inches long. Just right for vest pocket. Elegant for desk or library. You want one? 25 cents please. Stamps will do.
S. S. THAIN, 161 La Salle St., Chicago.

100,000 Copies proven circulation; 30 cents per nonpareil line, and only clean company. Are you in it? The December Seed-Time and Harvest will do it.
LA PLUME, PA.

PERCIE W. HART, Tribune Building, N. Y. Advertisements and Primers designed and furnished complete.
Quality—good. Price—moderate.

Dodd's Advertising Agency, 265 Washington Street, Boston.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

The Best Medium in the World for General Advertising.

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

WILLIAM L. MILLER, *M'g'r Advertising Department.* 110 Fifth Ave., New York.

CHRISTMAS CUTS and **CUTS** of all kinds, and specially of **WORLD'S FAIR** Buildings, etc., furnished by the

Universal Printing Plates Exchange

82 Dearborn St., CHICAGO, ILL.

PREMIUM GOODS.

THE DOLLAR TYPEWRITER AND THE DOLLAR PHOTOGRAPHING OUTFIT have been exclusively advertised by us and are widely and favorably known. They are particularly well suited to the demands of a **PREMIUM AND SALES DEPARTMENT.** Besides these we have other attractive goods. Mention "ART IN ADVERTISING" and we will send pamphlet.

INGERSOLL & BRO.,
65 Cortlandt St., N. Y.

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"When I drop ALLEN'S LISTS you may safely conclude that I have stopped doing business."
FRANK FINCH, Seedsman, *Clyde, N. Y.*

Those who have patronized a medium year after year, keeping accurate records or returns, can best judge of its value. Whenever such records are kept, ALLEN'S LISTS always stand at the head of the gilt edged field.

OFFICE OF FRANK FINCH.

DEALER IN GARDEN, FIELD AND FLOWER SEEDS.

Clyde, New York, September 29th, 1891.

ALLEN'S LISTS, *Augusta, Maine.*

DEAR SIRS:—During the past few years, I have been using only the best advertising mediums, preferring to extend my business only to that extent which naturally comes by using what I consider a *safe* expenditure of cash; rather than by using every publication which has been offered me, in order to make a "Big Show," regardless of results.

My advertising, as a rule, has always paid me. As a proof of this I will say that during the past two seasons, I have added over 51,000 new customers to my list, and my advertising expenses have been less than **$5,000.**

I keep a strict account of my returns from each publication. Only 109 letters came to me the past season, in such a condition that I could not trace the publication in which the advertisement appeared, and with the exception of $27.25 (the contents of the 109 letters) I can tell where every dollar came from. I find by a careful examination, that a good many orders cost me 15 to 20 and even a few as high as 25 cents each to obtain.

I have always considered the *Ladies' Home Journal* one of the *very best* advertising mediums, and still think well of it.

The orders received from the advertisement which appeared in this publication cost 10¼ cents each, and the orders received from the same advertisement in ALLEN'S LISTS cost 8½ cents each.

I have used a great many of the best mediums, and must say candidly, that I know of no other publication or list, that will bring such a volume of business, in so short a time, and at the same cost, as ALLEN'S LISTS. When I drop ALLEN'S LISTS you may safely conclude that I have stopped doing business."

Yours truly, FRANK FINCH.

Forms close for the special Christmas (December) issues, on the morning of November 18th, sharp. ALLEN'S LISTS, *Augusta, Maine.*

The Edition for December is

143,550

SCRIBNER'S MAGAZINE

WE GIVE ADVERTISERS

THE MOST

FOR THEIR MONEY.

Akron Beacon and Republican,

THE ONLY DAILY.

The Summit County Beacon,

THE ONLY HOME-PRINT WEEKLY.

The Sunday Republican,

THE ONLY SUNDAY PAPER.

In a Rich City and County of 60,000 Population, and Growing Right Along.



L. S. STONE. 23 Park Row, N. Y., Eastern Agent.

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IT IS ONE THING for a publisher to *claim* a circulation of 200,000 copies per issue, and to charge a rate for advertising which *seems* low in proportion to the circulation *claimed*, and it is QUITE ANOTHER THING TO PROVE TO EVERY ADVERTISER BEFORE HIS BILL FOR ADVERTISING IS DUE, THE FACT THAT HE HAS RECEIVED THE CIRCULATION FOR WHICH HE IS TO PAY.

We prove to every advertiser that 200,000 of the issue containing his advertisement have been circulated before payment for the advertising is due.

Send for an estimate on your advertisement.

THE MAYFLOWER,
FLORAL PARK, N. Y.

WE REPEAT OUR INVITATION:

Advertisers in any part of the world are invited to visit Floral Park and examine our books and subscription lists. If we cannot prove a circulation of over 200,000 copies of each issue of THE MAYFLOWER we will pay the total expense of the round trip, with a fair allowance for the time consumed by the person making the journey.

MONEY-BRINGING ADVERTISING

This Office

was established in 1883 for the purpose of transacting a General Newspaper Advertising business, and while its location in so small a town has deterred many advertisers from patronizing it, yet the business has grown beyond the conception of those unacquainted with its present transactions.

A customer once, however, is a customer always, because it is found by trial that our idea of the business is centered on the fact that *our patrons interests are identical with our own.* We have the method and system, facilities, in fact every requirement at hand to give prompt, accurate service at the lowest possible cost. Correspondence solicited.

ALWAYS ADDRESS
R. L. WATKINS,
Newspaper Advertising Bureau,
PROSPECT, OHIO.

Certain lines of Business

May be advertised to great advantage in

Theatrical Programmes

Having special facilities for this line of work, I am prepared to tell you whether it is suitable

For your line.

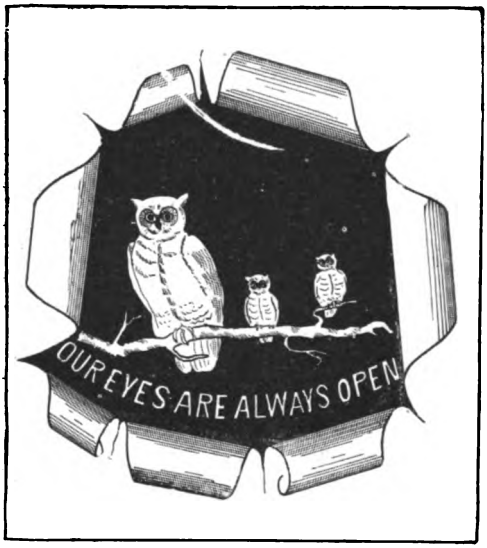
An advertisement placed in ten such mediums will reach

50,000

Persons weekly.

C. L. BROWNELL,
Room 336. 143 Liberty St., New York.

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In one respect we are like our sleepless friends shown in the sketch, for our eyes are always open for business. If YOU want business get your eyes on the paper that will make it. That paper is

FARM HOME

With the immense circulation of

280,000 Copies Each Issue,

GUARANTEED!

EXTRA LARGE EDITIONS!

We shall print extra large editions each issue up to April 1892, and advertisers will get the benefit of this

FOR NOTHING.

YOUR LIST for the coming year is not complete without it.

THE PHELPS PUBLISHING CO.,

27 West Worthington St., SPRINGFIELD, MASS.

H. B. WHITMAN, Mang. Western Office, 504 Rookery, Chicago, Ill.

Put Them On Your List.

SUNDAY SCHOOL TIMES.

PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.

BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.
PRESBYTERIAN OBSERVER.

We put it to you briefly:—

No general advertiser can be well served in this field, except at greater cost and trouble, unless these papers are on his list. By any other means he misses the indorsement given by these trusted papers.

ONE PRICE ADVERTISING

Without Duplication of Circulation

HOME JOURNALS **15** BEST WEEKLIES

Every Week Over 275,000 Copies

Religious Press Association, Phila.

Experience has proved this. We will tell you all about it, if it interests you to know.

THE

NEW YORK LEDGER

CHRISTMAS NUMBER,

Issued and Dated Dec. 12th,

GOING TO PRESS NOVEMBER 21ST.

The Christmas Number of last year was universally acknowledged by competent critics to be the most attractive and artistic of any Holiday Issue. The design for the cover of the above number, which will be printed in colors upon heavy paper, is drawn by the same renowned artist, Wilson de Meza, and his great success of last year is surpassed. The advertising space is limited. *Send orders at once.* We were unable to accomodate late comers last year.

The edition will be very largely increased beyond the regular issues, but the advertising rates remain the same. Address

EDWARD P. CONE, M'g'r Adv. Dept. Cor. Spruce and William Sts., N. Y.

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KNOCKS 'EM ALL OUT!

To make a Ten Strike use the

The PAPER that has for years most accurately measured the Wonderful Growth and Development of this Section is

THE DENVER REPUBLICAN.



Daily, 16,000
Sunday, 24,000
Weekly, 6,500

DENVER * REPUBLICAN

It is THE PAPER between Chicago or St. Louis and San Francisco that is the Best Known, that has the Largest Following, and that Exerts the Most Influence.

It is pre-eminently the BEST ADVERTISING MEDIUM in all the Rocky Mountain Region and between the cities named.

509 "The Rookery," CHICAGO.

S. C. BECKWITH,
Sole Agent Foreign Advertising.

48 Tribune Building, NEW YORK.

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SEEDSMEN can find no better mediums for their business than the

Saturday Blade

AND THE

Chicago Ledger,

We are now printing and circulating

OVER 300,000 COPIES WEEKLY.

We have never contracted to prove over 300,000, but are now able, and have for a long time been able to **prove** a greater circulation than was necessary to make our agreements good. When our new rate goes into effect we will announce our actual circulation, which is now over 300,000 copies weekly.

25% increase in rates January 1st, 1892

on all new business. This will make five (5) times we have increased the Advertising Rates in 3 years and six months, and yet the last rate is the cheapest—circulation considered—and the amount of business now carried is twice what it was one year ago.

ADVERTISING RATES.

The Saturday Blade,	agate measure,	**$1.00**	per line.
The Chicago Ledger,	" "	**.50**	"
The Blade and **Ledger** combined,	" "	**1.25**	"

RULES.

No. 1—Cancel any contract at any time for any reason.

No. 2—No discount for time or space.

No. 3—Circulation proved each week by P. O. receipts, paper used and cash received.

NOTE.—The *Saturday Blade* has the largest circulation of any weekly newspaper published in the United States.

Apply for space to any Advertising Agency, or to the Publisher,

W. D. BOYCE, Chicago, Ill.

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We Can Introduce You

Every day in the year to 180,186 families in and around in Philadelphia, **thirty-three** Special Delivery Wagons of THE ITEM rattling off daily to their respective destinations, laden with bundles of fresh, well-printed newspapers, the product of Five Quadruple presses made by the world-renowned Hoe and fitted with all the latest improvements. Capacity, 250,000 copies each hour. It's sweet music, too—to the proprietor, the reader and the advertiser.

These wagons, together with other channels of delivery, place in the hands of an expectant people, every day in the year, over **180,000** copies of THE ITEM, or more than ALL the other evening papers in Philadelphia combined.

We have the Medium

SWORN RECORD:

Daily, **180,186**

Sunday, **182,338**

Weekly, **43,352**



The Monthly Issue of the

PHILADELPHIA ITEM,

has exceeded **5,000,000** during the first six months of the present year, and in the month of March, particularly, it attained the high-water mark

6,133,380 Copies!

A circulation of such magnitude amongst the HOMES of people of recognized thrift and prosperity, offers a splendid and tempting field to the advertiser. Its absolute correctness is vouched for by personal affidavit and the testimony of Rowell's American Newspaper Directory—a work of acknowledged correctness and stringent exactness of detail.

48 Tribune Building, NEW YORK.

S. C. BECKWITH,
Sole Agent for Foreign Advertising.

509 "The Rookery," NEW YORK.

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"There's Music in the Air"

AWAY DOWN SOUTH IN GEORGIA AND THE

ATLANTA JOURNAL



is doing its share in the general rejoicing.

The ONLY Newspaper in the South requiring two Perfecting Machines to print its Daily Edition.

"THE BEST IS THE CHEAPEST."

Is the most widely circulated and generally read of any Daily in Georgia. No paper in the South has grown so rapidly. The press and the people say it is the most enterprising and reliable.

DAILY EDITION.

TOTAL CIRCULATION Year Ending Dec. 30, 1890, 3,906,272.

DAILY AVERAGE for 1890, 12,456.

Average Circulation,	January, 1891,	-	13,230	" "	April, "	- 15,659
" "	February, "	-	14,209	" "	May, "	- 16,200
" "	March, "	-	14,876	" "	June, "	- 16,498
				" "	July, "	- 17,350
				" "	August, "	- 17,356
				" "	September, "	- 18,240

WEEKLY EDITION.

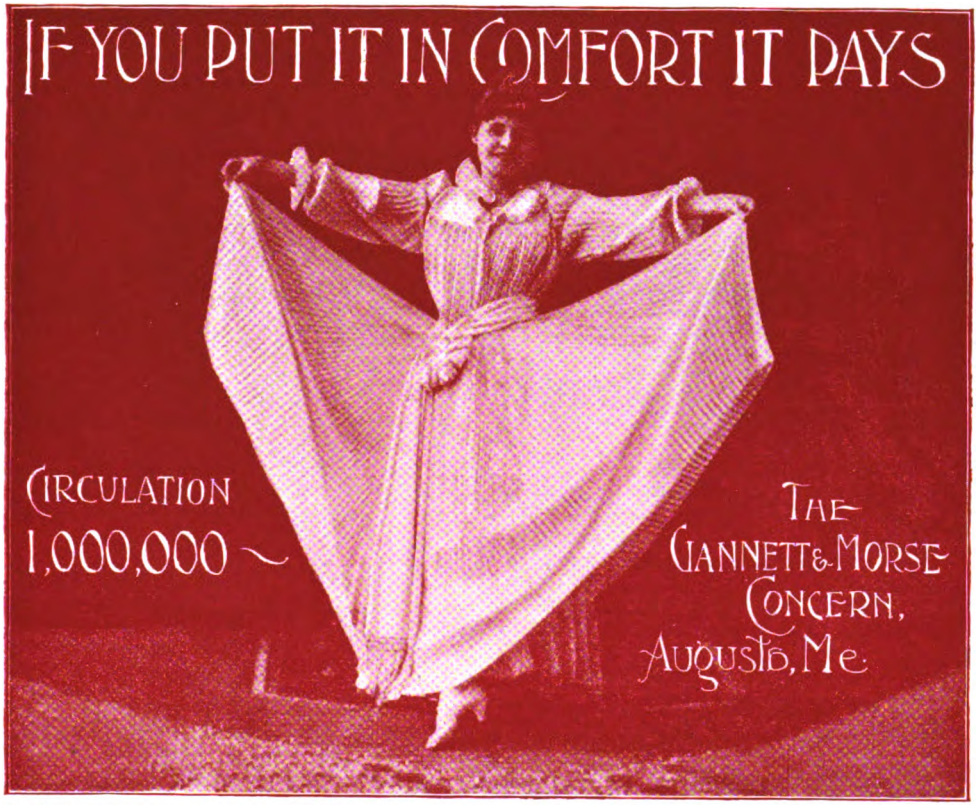
TOTAL CIRCULATION during 1890, 1,009,696. AVERAGE during 1890, 19,398.

509 "The Rookery," CHICAGO.

S. C. BECKWITH, Sole Agent Foreign Advertising.

48 Tribune Building, NEW YORK.

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"DANCING."

When an advertiser puts an expensive advertisement in an expensive medium and does not realize satisfactory returns, he does not dance for joy, though he may do a little dancing of another kind.

OUR CUSTOMERS ARE ALWAYS HAPPY!

"When you put it in COMFORT, it pays." Send in your orders now; every month shows an increase of advertising business that is unparalleled. Over 1,000,000 circulation guaranteed for the Christmas number.

Address your orders through any agency to COMFORT'S Million.

THE GANNETT & MORSE CONCERN,
AUGUSTA, ME.

NEW YORK OFFICE: 23 Park Row, W. T. PERKINS, Manager.

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SATURDAY GLOBE

UTICA N.Y.

CIRCULATION 200,000

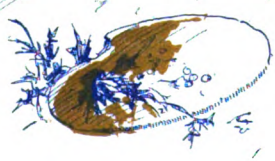
WM. T. & THOS. F. BAKER
Editors and Proprietors.
FAMILY ILLUSTRATED WEEKLY

A. FRANK RICHARDSON
13, 14, & 15 Tribune Bld'g. New York
317 Chamber of Commerce, Chicago

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CHRISTMAS ART IN ADVERTISING



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ENGRAVED BY H. C. BROWN. AN OLD WHARF. COPYRIGHT, KLACKNER.

THE KISS IN THE TUNNEL.

Detroit Free Press.

They were sitting five seats back, but I plainly heard the smack,
As we dashed into the tunnel near the town;
And the currents of my veins ran like gushing April rains,
Though I'm grave and grey—and wear a doctor's gown.

Once—Alas! so long ago—on the rails I journeyed so,
With a maiden in a jaunty jersey sack,
And I kissed her with my eyes as the timid stars the skies,
But—I longed—Oh, how I longed! for one real smack!

Did she know it? I dare say! (She'd a sweet clairvoyant way
In the glancing of her eyes so bright and blue)
Ne'er a bee such honey sips as the nectar on her lips;
But I longed and longed in vain, as on we flew.

Just as yearning reached its height, lo! there came a sudden night,
And like steel to magnet clove my mouth to hers!
I shall never more forget, how like drops of rain they met,
In the bosom of a rose that lightly stirs!

When we came again to light, both our faces had burned white—
White as clouds that float in summer from the South,
Missed I glances, missed I smile! but on air I rode for miles,
With the sweetness of love's dew upon my mouth.

So the kiss that some one stole, in the rayless Stygian hole,
While with loud imprisoned clangor on we rushed,
Caused the sluggish streams of age, with young madness leap and rage—
And my wife restored to daylight laughed and blushed.

This is a good poem and a good illustration, but they don't belong to each other. When a publisher uses only reproductions from stock he gets about the same result and wonders why his periodical doesn't "go." During this month we will be satiated with a lot of those stupid, gushy English pictures so characteristic of a nation of shop-keepers under the influence of the divine passion. They make me sick.

A little money spent in original engravings is well invested. H. C. Brown, Engraver, Photo Engraver, Half Tone Engraver, Photo Engraving for all illustrative and commercial purposes, 80 Fifth Avenue, New York. Write for particulars.

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ART * IN * ADVERTISING.

Entered at the Post Office at New York as second-class matter.

VOL. V. DECEMBER, 1891. No. 4.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, Business Manager.

ENTERED AT STATIONERS' HALL, LONDON—COPYRIGHT.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.



SOME prominent gentleman, whose name for the moment slips our mind, has called attention to the fact that "Christmas comes but once a year," a fact which no one can regret more than the advertiser and the publishers of the magazines. From appearances, however, these worthies are making the best of the much to be regretted state of things, and are searching deep in the pockets of men at this holiday time in the hope of pulling through another year. As the magazines exhibit perhaps best in a compact form the cleverness of the advertisers, it is worth while to study them as showing examples of the best work done in these days, and a warning of those to avoid.

We extend our congratulations to *Harper's* with its 172 pages of matter, to *Scribner's* for its enterprise and its charming poster, to the *Century* for its cover and its getting into the Christmas line, and the *Cosmopolitan* for its admirable showing for so youthful an aspirant. All the publications of the holiday season seem to us admirable in illustrations and letter press—may their shadows never grow less.

ADVERTISING FOR PUBLISHERS.

WE all can remember when a newspaper man was generally considered a sort of worn out and frayed specimen of humanity, always hungry, his clothes shiny and much the worse for wear; as for the advertising solicitor, he was not ranked much ahead of a street car driver. Many people who placed advertising considered him a sort of half necessary evil; others thought he had no excuse for existing. How different do the intelligent advertisers now consider the solicitor. He is an absolute necessity; he is not only a help to the paper, but a protection to the advertiser; his publishers are influenced by his opinions, and he gets his opinions by constant contact with advertisers and other newspaper solicitors; he recommends to his publishers changes for the betterment and advancement of his business. His personal calls gives him such an idea of the standings of different advertisers that he knows a fraud at once. It is the solicitor who keeps out of the paper all speculators and gamblers in advertising, thereby protecting the advertiser who conducts a careful and growing business.

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Everyone will acknowledge that there are to-day fewer "dead beat" advertisers than ever before. Formerly, at a time when publishers had nothing to go by, this class of advertiser had as good a chance to get credit as one who paid his bills promptly. Newspaper advertising has been brought in the last few years from the standing of a Baxter street merchant to a position equal to the leading commercial businesses. This has not, on Topsey's theory, "growed" that way, some one is responsible for it, more or less. Thinking over the matter carefully, everyone will no doubt now say, that a good part has been caused by the solicitor. He brings his paper to the advertiser and the advertiser to a more close business acquaintance with the publisher.

And yet while all will acknowledge the improvement in the standing of the newspaper advertising business, there is yet a wonderful opportunity to improve much more. This paper isn't nearly large enough to mention some of the things that might be done that would raise the standard. One great, and for the past four years, growing evil is the way some newspapers have in patronizing on an *exchange basis* the rate and circulation books issued by many of the advertising agencies, called Directories, Hand books, Annuals, etc. If advertising is worth anything it is worth cash. The agency in soliciting the publisher's advertisement of his paper says, we will take payment in space in your paper, which we will fill up with advertising which we will procure. Suppose the publisher takes a page at $100 and the publisher accepts the exchange clause. After a while the publisher in working after more business for his paper quotes an advertiser a hundred dollars on a certain line of business. It so happens also that the business is competitive business, and there are several agencies figuring for it. What is the result? If the agency who has the hundred dollar credit on this paper gets a chance to figure, he will, and can well afford to cut the price if necessary. What is the effect? The advertiser is convinced that the publisher tried to "do" him, and he thinks that the only agency on the inside is the one who got his contract. Is it not a great incentive for the agency to try and sell the space he has in different publications, good and bad, that he has obtained in this way? Isn't he more apt, if he be human, to try to sell this space than to put the advertiser into a straight list of good first-class papers, where his commission is small?

A MODERN VERSION.

'Twas the night before Christmas and all through the house,
Not a creature was stirring—not even a mouse.
The reason seemed plain, (but my ardor diminished,)
When I learned for a fact, that the house wasn't finished.

E. L. S

MISAPPROPRIATED.

As the car was rather crowded
And the girl most wondrous sweet,
I 'rose with my politest bow
And offered her a seat.

Her smile of thanks was charming,
But I felt my soul demur
When she put her little brother
In the seat I'd offered her.

E. L. S.

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A MERRY CHRISTMAS TO PAPA.

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A YOUNG MAN'S CHANCES IN BUSINESS.

WE are all interested in "Getting On." And as the great struggle comes at the beginning we addressed a letter for advice to a number of men who by their own efforts have made their mark in life and whose opinions therefore carry weight. We are assuming of course, that the young man is without capital. The following correspondence we hope will prove helpful and practical, as well as interesting:

"What would you say to a young man who is ambitious to get on, but whose circumstances are such that he is unable to take any risk? It is doubtless a fact that many young men are so hemmed in by responsibilities at home, not of their own making, but which they cheerfully assume, that they are unable to make a venture on their own account. Such young men would certainly profit by any hints you might offer."

The editor of the New York *Sun* replies to us editorially in his own paper, and his remarks bear well upon the subject:

We should say to the young man that if his circumstances forbid his taking any risk, he should accept the situation as a matter of course. But there are no such circumstances. Every man is obliged to take risks, the risks of his own life or death, his health or his illness, and the chances and changes of the fortune of other people. Neither is there any position in which he can escape responsibilities, and the way in which he bears them will be a test of his ability and worth, whether he owes them to his family or to other people, or to both.

It is not necessarily a misfortune for a young man that he is "so hemmed in by responsibilities at home that he is unable to make a venture on his own account," or, in other words, to take greater risks than those to which he is confined by his circumstances. Nine men out of ten are lucky in being kept from hazardous ventures by the exigencies of their situation, so few are they who have the sagacity to distinguish between risks that are foolhardy and risks which promise to lead to fortune. If the selection is a mere matter of luck, as it may be sometimes, the luck is as likely to come to them if they do not hunt for it as if they strain every nerve to catch it. The chances of a young man placed as our correspondent describes are even better than if he had no such responsibilities to curb his venturesome spirit. He is restrained from many temptations, and if he does his duty, he fortifies his character by self-denial, without which no contestant in the race of life can hope to win the prize. In athletic contests a man must exercise this mastery over self-indulgence. He must overcome his laziness and sacrifice luxury to reach the end he wishes to attain. He must control his appetites, living like an anchorite. So also and likewise he must not complain of hardships in his career, but must accept them and endure them as part of his necessary training.

A young man especially has no occasion for fretting because the way is not smooth before him. Youth gives him strength and elasticity to surmount the obstacles, and the greater the difficulties the harder can he make his moral muscle. If fortune has picked him out for favor, he will get to the goal, whatsoever lies between; and because he is compelled to go slow in the start, his chances of reaching it will be the greater. If his circumstances compel him to take the surer course instead of one more risky, usually they serve him well. If he assumes responsibilities to his family cheerfully, they save him from profitless self-indulgence. He cannot smoke so many cigars and drink so many cocktails as if he were free from them, but that is so much the better for him. He has to count his car fares and to abridge the cost of his pleasures. He has to be home of nights instead of strolling abroad, and he has to be economical of his health also. Thus he is laying up a stock of principles and habits which will be valuable to him in the course he has to run.

What are the risks which he is prevented from taking which are so much better than those smaller chances to which his condition restricts him? Is there any specific risk from which this young man is debarred which promises for him better results than he attains now? Probably he means only venture in general, but that offers little hope for him or anybody else. The ventures into which men are led naturally in the pursuit of the business to which they are educated are alone those which they should take. Otherwise, they might as well

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throw dice for a living, or speculate in stocks at a bucket shop.

The truth is that these young fellows who imagine that they would be swift in the race, were they not handicapped by the necessities imposed on the great mass of men, are really, in the vast majority of cases, trotting along at their full speed. They are doing as well where they are as they would do anywhere else. It is their good fortune that they cannot run at will, for they would soon lose their wind. They have not yet passed the time when they need to be under the direction of others, and most men even require such superintendence during the whole of their lives, as the history of society proves. The leaders are very few, and the followers very many at all times and in every community. Security, and not venture, is the requirement of the majority, and they are fortunate if they get it and are compelled to stick to it.

Most of the men who have won great fortunes in this country started out exactly as our correspondent describes. They were hemmed in by responsibilities, and they had no better chances than the rest of the poor young fellows of their neighborhoods. They were no better able to make a venture on their own account, and the early years of their manhood were spent in arduous labor for small pay. It was so with the original Astor, with Commodore Vanderbilt, Jay Gould, John D. Rockefeller, D. O. Mills, and the rest of them. First of all, they had to earn their own living, and none of them went into ventures on his own account simply for the sake of venture. Their prospects looked no brighter than those of our correspondent when they were at his age. Circumstances seemed no more in their favor, and they learned in youth the same lessons of self-sacrifice and self-control which his situation should teach him. Is he as likely to succeed as they, and in so great a measure? The chances are against it. They are as one in a million, else these few men would not be distinguished for fortune among the mass of society. Yet now, as at all times in our history, the young men who are not afraid of work, who have learned to bear responsibilities, and can control themselves, have the best chance of getting ahead according to their abilities. They will not starve and their merits will not go unrecognized.

Instead of pitying our correspondent, therefore, we account him fortunate in his circumstances. He is not rich by inheritance, but he has the next best fortune in being able to earn his living and to bear the responsibilities imposed on him by his duty. He may assume, too, that men usually fall into the places for which they are fit. Their lives follow a logical course, and there is no condition, however prosperous, which does not have its difficulties. Is this young man healthy and happy? Then he has won the greatest of prizes already.

* * *

MR. CHAS. A. PILLSBURY, founder of the great Pillsbury Flour Mills, and one of the most widely known and successful business men in this country, writes to us as follows:

In answer to your inquiry, would say that it is impossible to advise a young man judiciously unless you know what kind of a young man you are talking to. There are thousands of young men who can never get on because they are not made that way, and the more attempts they make the worse position they get themselves into. Once in a while there is a brilliant young man who will succeed anyway, and cannot be held down, but 99 men out of 100 who succeed, succeed by sheer hard work. My advice to the young man who has the elements of success in him is to make it a rule to earn at least three times the salary he is receiving. In that case either his employer, or some one else, will appreciate him, and he will be put ahead. I would also advise a young man not to attempt anything he is not perfectly sure he can master. It is better for a man to be a first class shoemaker than a poor lawyer or clergyman.

Yours truly,

CHAS. A. PILLSBURY.

* * *

MR. WM. H. RIDEING, associate editor of the *North American Review*, and also one of the editors of the *Youth's Companion*, offers this hint:

The question you ask is one which I cannot answer with any degree of authoritativeness. My opinion is, however, that young men often make great mistakes through going into business for themselves too early in life. It is much wiser for them to gain their experience at the expense of their employers, and to wait until they are familiar with all the shoals and currents before they attempt to float ventures of their own.

WILLIAM H. RIDEING.

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MR. S. E. SINCLAIR, head of the great pork packing firm of T. M. Sinclair & Co., Cedar Rapids, and a man of thorough business training and careful observation, gives some sound doctrine based on his own experience:

Every man has a distinct place to fill in life, but of necessity those who rise to eminence must be few in number, and possessed of remarkable traits in character.

The majority of men must be content with subordinate positions, though so far as they succeed in divining their true mission, they are equally successful men, with those who attain more prominent posts.

History reiterates the fact that great men make seemingly adverse circumstances but stepping stones to success, while weak men are borne down by them.

Physical strength is attained through exercise, and combating with opposing forces. Mental and moral character are similarly built up and developed. The man who resolutely sets himself to overcome adverse circumstances, and is in the end victorious, is stronger and better equipped for the battle of life than one who has had none of these struggles to make.

To give directly applicable advice to the young man in question, one should have a fuller knowledge of the circumstances and the man. Much might depend on the circumstances, and more upon the man.

However, in a general sense there is evidently the will, and so it may be fitting in a general sense to suggest a way.

Every man should in the first place get himself into right relations with his Creator. To "get on" irrespective of this is but short sighted folly. He should next be in right relation to his fellow man. To "get on" and leave this out of view will end in painful retribution.

What next? If he is in business let him make his employer's interest his own, and seek to make himself indispensable to the one just above him. Such men are scarce and wanted, and if they possess the requisite ability, their "getting on" is a moral certainty. If in professional pursuits, patience, steady pluck and prudence should pull him through. S. E. SINCLAIR.

Some interesting communications are also in hand regarding a young woman's chances. We hope to present them next month.

ADVERTISING FOR RETAILERS.



HERE are such wonderful powers attributed to printers' ink that an impression seems to exist that all a man need to do is to rush into print and the thing is done. Nothing could be further from the truth. Advertising is just as much an item involving care and skill as any other department of business, and to make it pre-eminently successful, extraordinary skill and peculiar knowledge of the situation becomes absolutely necessary, and must be brought to bear on the case. There is a good deal of the hit and miss spirit abroad in the field, but the misses far outnumber the hits, where one goes about it in that manner. It is quite true that returns are somewhat difficult to locate exactly, but the question whether a certain advertisement has paid or not, is one more readily solved, if properly studied. There is no reason why an advertisement shouldn't bring business. It stands in the relation of a salesman precisely. If a salesman is unable to sell goods you discharge him. So with an advertisement, the moment you discover that it has no effect discontinue. Your announcement may be at fault, or the medium may be a poor one. Investigate and decide. Look the ground over carefully, and see first of all if the fault is your own. Is the copy old? Have you used it repeatedly? Is it filled with the same old chestnut Bargains! Bargains! Bargains! Have you selected an item on which you can offer some inducement substantial enough to draw trade? Have you been careful not to over estimate the superiority of your inducement? Recollect, an overdrawn announcement is apt to be a disappointment, and repeated disappointments

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eventually destroy business. Nothing ought ever to be printed over your signature that is not strictly and absolutely true. Once gain the public confidence, and trade will be greatly facilitated. A reputation for never misrepresenting is worth more than capital, and when once acquired is not easily affected by competition.

Another thing of the utmost importance is the frequent changing of copy. The interest in your business should be sustained from day to day. A man who has grown up with a business is more apt to know the requirements of the situation than any outside person possibly can. Let him therefore inspire the policy of the house as far as it relates to public utterances. The character of the house is judged by the style of its advertisements, and if they are loud, slangy or familiar, they are apt to attract just such a class of custom, and if they are not what you want, the advertising is lost. Everything is to be gained by a quiet, dignified, self respecting tone, avoiding extreme adjectives and a spirit of brag. Personalities have no place in business and merely result in advertising your opponent and lowering your own prestige. For a business catering to a general family trade a review of what is going on in the store, with some comments on pertinent subjects, is likely to make interesting reading. Prices are valueless except when accompanied by a good descriptive text concerning wares, and even then a personal visit is necessary unless, as I said before, the house has established a reputation for truth telling. In that case a really good offer is quickly responded to. As the old Scotchman once remarked, "Honesty is the best policy—I have tried both!"

The use of illustrations is growing, and for retail dry goods is a great help. Outline cuts of Hats, Capes, Gowns, etc., are easily depicted, and cost but a trifle. They serve to add interest to the article, and compel attention to the whole card.

No greater field offers itself to my mind than in Dry Goods and Furniture. Both of these departments of commercial life are sadly in need of re-furbishing. The methods that were handed down by Noah are still in vogue, and it seems next to impossible to get away from a startling array of "screamers," calling attention to a "Grand clearing out sale." "More room wanted for new goods, etc., etc." There is a silver lining to the cloud, however, as several houses have tried a new departure with gratifying results. Fresh ideas are brought to the front, catchy sketches adorn the headings, and there is an awakening all along the line.

In conclusion we have only to repeat Franklin's famous remark: "If you are in business," said he, on a memorable occasion, "spend at least as much as your rent in acquainting people with that fact." And this applies with particular force to small men, by which we mean those who have but recently commenced, or are struggling with insufficient capital. Advertising is a help of the most powerful kind. We know it is hard at first to pay bills day after day, and imagine that it does no good, yet a washerwoman sprinkles her clothes and the water dries out. The cleaning process is invisible, but in the end the clothes are cleaner, whiter and sweeter than any other method would make them. It is largely a question of courage and sticking to it. This is a hard situation to face when a man finds use for every dollar he can lay his hands on twice over, but it must be met, and the man with the stamina usually succeeds.

It is not a gamble by any means. It is simply a business operation, involving skill, patience and nerve. The money is only gone temporarily—it comes back laden with interest.

THREE STARS.

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THE SPOON BOOM

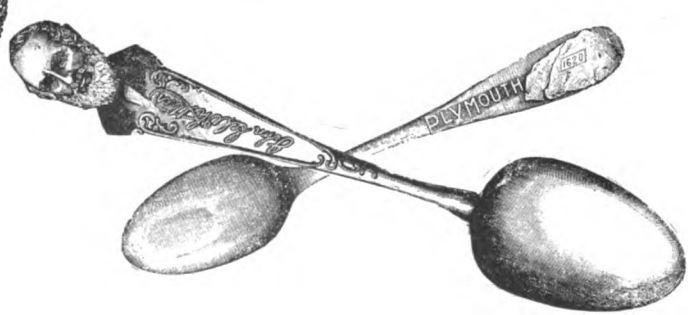


Oh, what a great boon
Is the Souvenir Spoon
To the impecunious agent!
Each shrine-honored place
Sends him orders for space,
And swells the magazine's pageant:
The archæological totem-pole,
The Limerocks spoon with its chased silver bowl,
The Newport spoon that brings grist to his mill,
Niagara pouring its torrent up hill.
New York's Rip Van Winkle roused from his nap,
On spoons for oranges, coffee, and pap;
The witch of Salem who started the craze
(And therefore deserved to die in a blaze).
The Plymouth Rock spoon—not pants—for a change,
The Standish, Sherman and Hub spoon—not range:—
These and a thousand of other designs
The agent to fair collectors consigns.



ENVOY:

Oh! Fashion, Craze, Caprice,
Whichever god thou art
That sends such fads,
Let not the spoons surcease
Till other baubles start
A boom in "ads."



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CORRESPONDENCE.

ED. ART IN ADVERTISING: Lend us your heart and tell a perplexed publisher what to do in a case like this. A firm had a yearly contract with us sent through an agency. It has just expired. They write us for prices for renewal; we quote same; firm says, "That's odd; we got the amount of space named from 'So and So & Co.' last year for $—considerably less than your figure. It seems to us we ought to get it as low or lower in doing the business direct." Here is the beauty of having agents solicit and cutting the very bed rock prices. In this case the agent had divided his commission with his customer. Now, what ought to be done? Tell the customer to go back to the agency? Concede the cut? Make a row with the agency? Why should a periodical which is doing its level best to tell the truth about its circulation and maintain an equitable rate for same (things not so easy to do as the words appear) be subjected to digs like the above? But since it happens not infrequently, what is the best course to pursue? How would it do for all the periodicals to combine and allow the agents five per cent commission and no per cent where they divided? We write to ART IN ADVERTISING as one paper that isn't "afraid."

A PERPLEXED PUBLISHER.

We should reply, Mr. A P. P., to the gentleman somewhat as follows:

Messrs. So and So.

DEAR SIRS: We are sorry to hear that our prices are not satisfactory to you; we are still more sorry to know that the agent through whom you did your business cut rates. We pay agents commissions for working up business. Our prices are net to advertisers. We should like your business, but we cannot give you agents' commission.

But, Mr. A P. P., instead of writing, why not see the man yourself? Perhaps he is prevaricating—we have known advertisers to do it on occasion.

LOST OPPORTUNITIES.

EDITOR ART IN ADVERTISING:

In the March issue of ART IN ADVERTISING is an article under the above heading, by Mr. Cyrus H. K. Curtis, in which the writer takes to task the publisher of the *Advance*, and others, for letting their good things remain forever unknown for the want of proper advertising.

The article struck me as very appropriate, but Mr. Curtis omitted some illustrations that would have come in very pat. For instance, he omitted ART IN ADVERTISING itself, as one of the victims of lost opportunities. I have been in the advertising line, in various ways, for some years; I have published a paper or two, and have worked on others as a missionary in the advertising field; I have advertised for four or five years (in a very small way, to be sure), and have, for the past few months, been at work for the leading sign advertising house of the country; and in all this time I never saw a copy of ART IN ADVERTISING, nor an advertisement of the publication; occasionally I have seen some joke credited to the publication, and in a general way I knew there was such a magazine, but this was all.

In the opening paragraph of the third volume I read that "our subscription list contains no D.H's, and we still stick to our first love—no sample copies." Now I claim that this is not doing the right thing by your would-be constituents; it is your duty to let every person interested in advertising know that there is such a publication as ART IN ADVERTISING; if you don't want to give away an occasional sample copy, advertise in some competitor; if you are like the general run of newspapers, and consider that competitors are all beneath you, and therefore undesirable advertising mediums, send out circulars.

Do something—anything—to let the advertising public know you exist. By accident I saw a copy of your June issue a few days ago; I read it, and at once sent in my dollar for a year's subscription, beginning with the first number of Vol. III. Having read these four numbers, I send to-day for the back numbers of Vol. I. and II. And all the time I feel that I have been cheated out of something in not having been given a chance to subscribe for and enjoy your publication during the past two years.

Newspapers of all kinds are constantly advising the other fellow to advertise, and yet if their example were followed ninety-nine per cent of the advertising of the country would cease.

I think ART IN ADVERTISING makes a mistake in "sticking to our first love." If there is any publication in the country to be benefited by a judicious distribution of sample copies, ART IN ADVERTISING is that paper. S. W. HOKE.

All that Mr. Hoke says may be true, but we think not. We believe in advertising so much that we have used the high cost pages of the *Century*, *Scribner's* and *Harper's*, and intend to do so again. If Mr. Hoke has any definite suggestion for advertising this paper, he will put us under lasting obligations by sending it along, and perhaps win the $100 prize.

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ART IN ADVERTISING.

*Preferred Canadian Papers.



ROY V. SOMERVILLE.

THE RACINE WISCONSIN AGRICULTURIST

RACINE WISCONSIN



THOS. H. CHILDS.

SOME

The Evening Wisconsin.

MILWAUKEE WIS



C.H. EDDY.

Kansas City Journal.



M.M. SHEFFIELD.

FRANK LESLIE'S ILLUSTRATED NEWS

MILWAUKEE WIS



J. CARRUTHERS.

SPECIAL

CLEVELAND PLAIN DEALER.



G.M. BRENNAN.

The Cincinnati Post.



E. T. PERRY.

National Tribune

WASHINGTON D.C.



BYRON ANDREWS.

REPRESENTATIVES.

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Random Notes.

My amiable and very Scotch friend, Mr. Joseph Wright, of Glascow—he of the wonderful Drooko umbrellas,—sends me his picture, which now ornaments my palatial office. As he looks very much like Mr. T. B. Browne, the great London advertising agent, recently come to our shores, I print it, and kill two birds with the same portrait—a pretty safe thing to do since both the gentlemen fortunately are separated from me by three thousand miles of nausea.



MR. JOSEPH WRIGHT.

***

Some one has been good enough to send me *Fame*, a London journal devoted to advertising. From it I have some interesting facts about the so-called "bill" or leaflet, which is inserted among the reading pages of weekly and monthly papers in England. Mr. Grosse, the manager of Brook's Monkey Brand Soap, says that he pays from $1.75 to $2.50 per thousand for inserting his colored circulars, and about 20,000,000 are sometimes put out in a single year. This, I figure, means an expense for printing, paper, and inserting of about $500,000, and fully three quarters of these circulars are shaken out of the magazine as soon as opened, and yet this method is looked upon as among the best by the ablest advertisers.

The publishers, it seems, from the same authority, cling resolutely to the "bills," as they form the most profitable part of the advertising. There is no expense of printing; it is all profit. The dealers who pay the freight object to the feature, and how the fight will come out I shall be much interested to watch.

***

A friend who has just returned from England, tells me that he had occasion to discover how the advertisers who use "bills," are robbed, and by publishers who otherwise stand high. He was solicited by the agent of one of the best known publications in England to let him place a leaflet in his magazine, the price to be six shilling a thousand. The offer was accepted, and the advertiser was asked to furnish 29,000 "bills" which was to be the edition of the magazine. He sent 15,000 intending to send the rest later, but by some mistake the other 14,000 were not delivered. When the charge came in for 29,000 sheets inserted, my friend upon investigation discovered that only 15,000 had been delivered, but that no demand had been made for further copies. He went to the publishers and asked if all was right, and if the 29,000 full count had been inserted. They replied that everything was satisfactory—that the edition and bills had balanced exactly. Of course my friend raised a great row, and it turned out that the edition of the magazine was 12,000, and that

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not even the 15,000 had been used, but that several thousand pounds of "bills" were sold every month for waste paper, it being their regular custom to ask for from 10,000 to 20,000 more copies than they required. Extraordinary as this may seem, I am assured by two other well informed advertisers, that they know that this sort of abuse exists, and that the guilty ones are highly respected people in the trade. In comparison with this, the American Circulation liar dwindles into insignificance.

***

If we criticised the Harpers last month for a conservatism in their Literary Notes, which we thought might be more liberal in their range, what shall we say of Cassell, who not only confines their notes to his own publications, but starts off the September diatribe with a few remarks which must have caused Mr. Dunham to blush right up behind his ears?

It does seem, as a bookseller said the other day, that the Cassell Publishing Company were publishing all the literary sensations.

One would think that such a run of luck—if it can be called luck—would soon come to an end for the reason that there could not be a succession of "literary sensations," but such has not proved to be the case. The Cassell Publishing Company have followed up their successes, etc., etc.

***

I notice the imprint of one Seaman on 16 pages of Advertising in this month's *Scribner's*, but whether as author, artist or printer I cannot tell. Perhaps it is meant to distinguish his business from Thompson's. The rivalry between these enterprising gentlemen is interesting.



GIBSON, AFTER DEVINNE.

It is regretted that an artist of Mr. Gibson's reputation should find it necessary to imitate so closely the work of another. How could he hope to escape detection? or is it possible that both Mr. Gibson and Miss Sadie de Vinne are the innocent dupes of our friend Mr. Richard Harding Davis, who in offering his services as model to first one, and then the other, is reponsible for the fatal similarity between these drawings.

***

And now for Mr. Barney's little hen story, presented for our perusal on a postal card.

Mr. H. C. Brown, 11-9-91
After two week's use of Bowker's Animal Meal my hens increased in laying from 65 to 148 eggs per day.
Other feed exactly the same as previous to its use).
Geo. S. Barney, Rehoboth, Mass.

As an advertisement the "lay out" is inimitable, and we congratulate both Mr. Barney and the hens on their successful *coop de main*.



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WHILE I hope it will not seem that I draw all my inspiration from our English contemporaries, yet I trust I may be forgiven if I reproduce an advertisement from a paper published in India, and appears in the last issue of *Fame*. I can imagine the care with



WELL Brother from where you buy Tea?

Tea be Blowed. buying Tea from Bazar to Bazar, Market to Market, got dam tired, never could get best and cheap Teas.

If that is the case why don't you go, and see Mr. D. V. D'SOUZA, Tea Merchant and Sole Agent Penshurst Estate, Sirdar's Building, Tamarind Lane, Fort, Bombay.

which the gentle Mr. D. V. D'Souza wrote this advertisement, and I don't see but that it is a pretty good sort of announcement after all. What would he think, for example, of this Chicago example of skill which is used as a heading to the Inter-National Medical Asssociation, of 269 Dearborn Street. I should say that the Indian's advertisement was the more calculated to accomplish its aim, and at all events the paper containing this paragraph will be sent to both advertisers for comments and mutual criticism.



***

JUST one more paragraph about foreign advertising. Here is a wonderful advertisement of a certain pill valuable for a disordered stomach. It is, I am told, a fair speciman of French advertising of the ordinary sort, at all events it is taken from *Le Monde Illustre*, one of the best Paris journals. I at first thought that this lady was in a transport of delight, but I learn from the text that she is not at all well and in reality she has a bad stomach-ache. It may be that the French have mastered the art of interpretating the illustrated advertisement at sight, but it has been a laborious task for me to unravel the French text which accompanied it, and had I not jumped to the conclusion that it was the announcement of a French—French ball, which as a student of advertisements I was bound to investigate I should never have studied out.



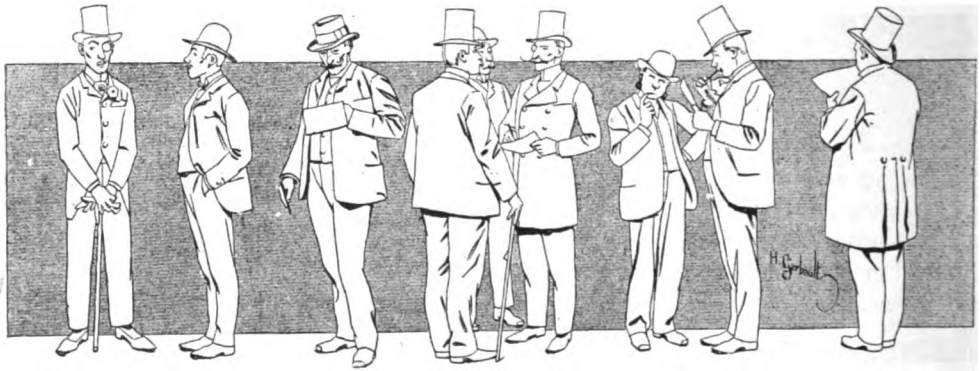
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A D**********D PIECE OF STUPIDITY

It is a Washington dry goods firm that comes to the front with the above vigorous headline. Printed in overgrown capitals, and spread across a large section of the daily paper, the effect is striking to say the least.

But we question the taste which prompts an advertiser to address himself to the public —and especially to the ladies (as in the present instance) in such a manner.

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THE MAN ABOUT TOWN.

THE new management of *Truth* is evidently going to do something with Dalziel and Dunlap's moribund publication. The old *Truth* was always a mystery to me, and resembled an expurgated edition of *Town Topics* more than anything else. And when you take the immorality out of *T. T.* you take all that people buy it for, consequently the old *Truth* was to me always an object of commiseration.

***



BUT the new *Truth*, how different! Blakely Hall is the editor, and a more capable man is not to be found in the city. When he writes he speaks by the card. His remarks on Parnell were full of dramatic fire, and came from the heart. He wrote not from hearsay, but from personal acquaintance with the dead Irish leader. "I sent my card to Mr. Parnell," he says, "and he came at once to where I awaited him." Now that sort of stuff is bound to make the paper go. What New York wants is a Labouchere, and in Blakely Hall we have the nearest approach to it yet. Senator Ingalls is also a contributor, and the new *Truth* has the ring of the genuine article about it.

THE illustrations are also a feature. Mr. W. Granville Smith, a young artist of rare ability, who is scarcely 21, is doing notable work in this department. The business manager, Mr. Frank G. Potts, is also a young man, and if there is anything in progressive youth the paper has the benefit of it. Mr. Potts is a clean shaven young man, is well dressed, and a typical New Yorker. He is thoroughly democratic in his manner and a pleasant man to do business with. The new paper, or rather the new management, have made great strides, and I have no reason to doubt that the circulation has greatly increased.

***

THE *Cosmopolitan*, too, seems to be forging right along. Mr. Spaulding finds it easier to get business for the magazine than ever and the way he takes it in is delightful. Mr. Brisbane Walker is to be congratulated.

***

THE *Christian Union* has a gratifying look in the back pages, and this silent testimony to the greatness of Mr. Chandler is not wholly undeserved. Chandler has a way of sticking to a fellow that is positively captivating. He has also the advertising instinct, and if Mr. Abbott will forgive me I should say it is like the much quoted horse in the good Book who "smelleth the battle from afar off."

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GEORGE C. MCEWAN talks in a loud *Voice* to all who pass the corner of Lafayette and Astor place. It was rather a sarcastic incident that happened while I was there the other day, and the building received a shock that brought all hands to the door. A poor old common-every-day-drunk had fallen against the portals of the leading prohibition organ in the country. He was put upon the free list immediately. And so the good work goes on.

***

As a specimen of the unmitigated nonsense that masquerades as "expert work," the following is a beautiful example:

"Two ways of doing business.
"What are they?
"One way is to make as much profit as possible.
"That is the old way. It keeps the business petty and makes a knave of a man."

After this the writer goes on to the new way:

"The other is to do your best by your customer. That is the new way. It makes both business and profit large enough to tax the wisdom and strength of the best of us."

It certainly taxes a man's common sense to know what the last paragraph means.

It is not surprising, therefore, that this oracle should conclude with the following remarkable statement:

"Perhaps the old will always be old and the new will always be new."

Mr. Wineburgh should employ an expert as is an expert.

***

MR. W. H. MACLELLAND is responsible for the art work in *Modes and Fabrics*, and in fact does most of it himself. We have been afflicted so long with the nine foot high wasp-wasted female in Women's publications, that it is a positive relief to see a figure that looks like a real genuine Murray Hill belle.

Mr. MacLelland reads "Tennyson's Dream of Fair Women" every night.

***

I am becoming accustomed to look forward to each new issue of "Outing" with the expection of finding something good, despite the array of stiff English cabs which it runs to death, and I must confess that it is very refreshing to be taken into the open air where sports and pastimes are having it all their own way. I sometimes feel grateful to Dr. Worman for providing this door of escape from the monotonous grind of business.

***

SINCE Mr. E. S. Schenck took hold of the business end of the "*Financial and Mining Record*" it has become very bright and interesting. One of the new features noticed in this paper is the introduction of illustrations from photographs of mining scenes. Mr. Schenck lately traversed the entire mining district of the West, and returned with much information for men interested in financial and mining events. He is a very genial and pleasant man to do business with.

***

MR. HARRY W. DESMOND, of the *Architectural Record*, is a new figure in magazine work. We understand that he combines the dual offices of Business Manager and Editor in himself, besides being responsible for the weekly publication of the *Record and Guide*, and although he must be a very busy man he always has time to hear you if you talk to the point.

HONOR A QUESTION OF DOLLARS AND CENTS.

"PRINTERS' INK preserves its honor because its price is high."—*From a recent circular.*

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GEORGE EASTMAN.

It is always a hard matter to lay down a rule for success, but I am inclined to think that after all hard work is at the bottom of it all. In fact, I know of not a single instance where eminence has been attained that does not show an unbroken record of diligent, painstaking, laborious hard work. In the case of a man who has been so extraordinarily successful as to stamp his name and work on the times in which he lived we are apt to ascribe it to genius. Doubtless nature assists man sometimes, but it is in the long course of preparation that the foundation of genius is laid. Prof. Morse, Chas. Goodyear, Thomas A. Edison, George Westinghouse, Erricson and George Eastman are all instances of genius, if you choose to call it, but of hard work if you will accept their own statements.

The full import of George Eastman's discoveries in photography are not yet fully realized by the world at large. In the public mind he is associated with a clever device for making photography a pastime. Outside of the trade and scientific circles it is scarcely known that Eastman's dry plates were the first dry plates made in this country, or that they are so much superior to any ever made anywhere that Rochester goods are now the standard of Europe as well as America. But his fame will rest chiefly on the invention of a substitute for glass plates. Up to the time that Chas. Goodyear perfected his process of vulcanizing rubber, that popular article of footwear was under a cloud. In winter your overshoes became rigid with cold, and in summer melted with heat. Daniel Webster relates the story of a rubber coat and hat which a friend had sent him from New York.

He took the cloak to the piazza one cool morning when it instantly became as rigid as sheet iron. Finding that it stood alone he placed his hat upon it, and passing neighbors seeing a dark and portly figure there took it for the lord of the mansion and respectfully saluted it. But the vulcanizing did away with all that, and the discovery created a new industry.

It is hard to estimate just how great are the results already achieved from the use of films instead of glass, but when we pause to consider the bulkiness of glass; its liability to breakage, we can get a slight idea of how much it has facilitated photography, not only for pleasure, but for practical purposes as well. Like Goodyear, Eastman has created a new industry. And as it will be largely educational, its influence will be immeasureably greater.

It is barely possible that in ranking George Eastman with Morse, Edison and Goodyear, one may think I have overestimated his achievements. But the importance of photography in our social, industrial and scientific life is scarcely imagined by the casual reader. When Daguerre first produced his invention, all Paris became an angry, shouting mob. The work of the artist is gone, they shouted, there is no more art—only mechanism. But the camera has multiplied the work of the artist, and has increased a knowledge of the beautiful. Scientists have long suspected the existence of a different species of fish at greater depths than have been hitherto known to man. A dry plate camera has gone to the bottom, and a flash light has revealed a fish so far below the surface as to be quite another creature, and totally blind! Steel rails expand and contract in the process of cooling an infinitesmal degree. Yet these changes are of vital importance. A dry plate takes a negative every few moments, and the story is told absolutely.

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George Eastman is still a young man, and at the time of his experiments was clerk in a bank. After business hours he repaired to his laboratory, a small room in an obscure building in a cheap quarter of the town. The weeks grew into months, and the months into years before any definite results were apparent. He had the faculty of going to sleep and waking every fifteen minutes to test his experiments. Few men are so constituted; I figure it as one of the greatest factors in his success. When he finally triumphed, financial assistance was not lacking, though his present partner, Mr. Strong, backed him without fear ere he was firmly established. He is still, as I said, a young man probably about 35 years of age. He is unassuming, and is often amused at the remarks in theatres, comic papers, etc., dwelling on his famous aphorism "You press the button." If this article should induce him to work less, it would be a great gain notwithstanding his other aphorism that more men die from bumming than hard work.

He is frequently in New York, and some day may lend his portrait for publication in ART IN ADVERTISING. I did not care to ask it this time for fear he would veto the whole article.

OLIVER FLOORWALKER.

THE LUCKY "AD."

By Clara J. Denton.



Young Joseph Budd a poet was,
Or so he called himself;
Yet very little did he win
Of either fame or pelf.

'Tis true his rhymes quite frequently
In dress of type were found,
And now and then a clever bit,
Was duly passed around.

Yet Joseph mourned because his rhymes
Had never yet been seen
Upon the pages broad and fine,
Of "*Luckby's Magazine.*"



He struggled with his Pegasus,
Its halting gait to mend,
But all in vain, its stiffened legs
Refused in grace to bend.

But, one day pressed by hunger sore,
He wrote for greenbacks ten,
A piquant skit to advertise
A brand-new fountain pen.

Months passed away, and one bright morn
A copy Joseph bought
Of that great magazine whose type
He long had vainly sought.

And, as he turned the pages o'er,
His heart within him burned
Recalling all the weary times
They had his rhymes returned.

And thus in angry mood he reached
The advertising space,
Where lo! his lines upon the pen
Stared boldly in his face.

* * * *



On Joseph now prosperity
Most brilliantly doth shine,
For rhyming "ads" he's turning out,
At fifty cents a line!

(*Moral:* If you can't do what you want to, do what you can.)

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BOOK NOTES.

THE publishers of "*Puck*" seem to get the full value of their money out of all that goes into paper. We have quarterly crops of "Pickings" from *Puck*, *Puck's Library* every month, and now an occasional bound volume from the same amiable and energetic firm. The latest book is "Half True Tales" by C. H. Augur, and it is all good but the frontispiece. The illustrations are from the hand of Mr. Charles Jay Taylor, and they are clever and dainty as they should be to illustrate the text. The stories read better in the book than they did in the paper. "The Man who Went Fishing" for example, is quite a little idyl—in *Puck* it was more everyday, so to speak. "The Summer Boarder" is an idyl of another sort, as the illustrations taken from the book and attached to this notice will testify. It is a good book, clever, and ought to be a close companion.





THE new edition of Whittier's "Snow Bound" has that rare distinction among holiday books of being small, and unobtrusively attractive. Its chaste blue and white covers, the well printed pages with their scarlet initial letters to brighten them, and the photogravure illustrations of each homely scene form too dainty a little book for even bibliophiles to dispute about. If by some strange oversight the man exists who does not already know "Snow Bound," he may be sure of a most ingratiating introduction through this new medium. (Boston, Houghton, Mifflin & Co.)

Mr. Howard Pyle, who we believe lives in Wilmington or some other remote and quiet town, appears to make excellent use of his solitude. Last month we wrote of his illustrations to "The Broomstick Train," and this month he appears with a book all his own, besides supplying numerous drawings, poems and articles to current periodicals. The volume is entitled "A Modern Alladin, or the Wonderful Adventures of Oliver Munier." He admits in the title that it is an extravaganza, and it seems after reading the book that he could hardly do less. The pages are overrun with deeply dyed villians, who do many strange and unholy things. An example may be instanced in the accompanying illustration, the grewsome title of which reads, "and he stripped the false body off of him, as he might strip off a man's coat." We cannot think the book is so genuine or so successful as most of Mr. Pyle's work. When it comes to stories of



From "A Modern Aladdin."—Copyright, 1891, by Harper & Brothers.



From "Half True Tales."

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"Robin Hood," or tales of the early time Englanders, Mr. Pyle is a master of both with pen and pencil, his creations are always strong and never airy, and we should say that really the extravanganza is not in his line. Harper & Bros. are the publishers.

Charles Egbert Craddock's stories have heretofore eminated from Boston if we remember rightly, and with Houghton, Mifflin & Co.'s imprint, but the last book, "In the Stranger People's Country," is published by the Harpers, probably because it appeared originally in their magazine.

It seems impossible to realize that Charles Egbert Craddock can be a woman, and physically not a very strong one at that. Miss Murphree writes of rough mountain life with the local color of a "Bret Harte," and the firm hand of "Mat Grim." Her last book is in many respects like her others, it deals with rough men who carry "shooting iron," enough to start a gunnery, with private and most admirably conducted whiskey stills, where the strong arm of the law is felt now and then by a poor abused distiller. "In the Stranger People's Country" is a clever story. The illustrations are good, but not always well printed, and have a singularily chopped off look as though they had been cut out of large engravings—in fact this must be the case, for if we mistake not they all appeared in the pages of *Harper's Magazine*. (Harper & Bros.)

One has only to remember the vast crowd at the Plymouth celebration to realize to how many people such a book as "Betty Alden" directly appeals. Standish figures perhaps more prominently in its pages than even the Pilgrim heroine herself; the scenes of the novel are set in Plymouth during her earliest and severest trials, and form a picturesque background for the love story which pursues its rough but interesting way throughout. The book is an admirable study of the early colonial days at Plymouth, as one might have expected from Miss Jane G. Austin, the author of "Standish of Standish" (Houghton Mifflin & Co.)

It is long since Longfellow wrote of Arcadia, but his mantle has evidently fallen



From "A Modern Aladdin."—Copyright, 1891, by Harper & Brothers.

upon Miss Mary Hartwell Cartherwood, for the present purpose at least, of writing the Arcadia story "The Lady of Fort St. John." The sorrows of multifold kinds for lovers of those distressed days, such as Evangeline shared, necessitate the striking of a minor key. The book is so well written as regards both plot and style, that from the popular and artistic standpoints it is a novel to be recommended. (Houghton, Mifflin & Co.)



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THE OFFICE KODAK.



THE man who is busy as a bee usually makes things hum.

THE man who has never learned to write his own name is not so apt to get into trouble, in this world, as the one who has learned to write some other man's.

NOT "IN IT" WITH THE CYCLONE.

Mr. Dooless, with the newspaper: "Here's an entire town swept away by a cyclone in less than two minutes."

Mrs. Dooless, sighing: "Dear me! an' it takes Mary Ann half an hour to sweep off the piazza."

WAITING IS DIPLOMATIC.

Grace, thoughtfully: "I suppose Frank will propose to-night. If he doesn't I'll—eh—"

Caro, sweetly: "You'll what?"

Grace: "Wait until he does."

THE OFFICE STOVE.



"Those jokes you sent me were all Chestnuts."

"Well, what'd you do with them?"

"Roasted 'em."

BABY'S WAY.

Mamma: "Oh, Harry, Baby can say cow; say cow, darling."

Baby: "Moo."

Mamma: "There! *isn't* that cunning?"

THE KIND.

Art Editor: "This drawing is no good. These lines are all out."

Artist: "Well, that's what it's meant for—an out line drawing."

E. L. SYLVESTER.

WITH APOLOGIES TO *Printers' Ink.*

"DON'T you want to subscribe to the *Gazette* this year?" ask the editor.

"I dunno," said Sikes. "What yer payin' subscribers this year?"—*Life.*

THE following legend graces the window of a Fourteenth Street drug store:

THE FATED LOVERS
FREE WITH EVERY BOTTLE OF
LIGHTNING LINIMENT, 25 CENTS.

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SOME THINGS WELL AND ILL DONE.

We have never considered it either wise or politic to make use of a simile from the Bible, and our friends in the Homer China Works have doubtless seen the justness of our position ere this. We have no desire to be hypercritical, but think the Combinet



FIVE foolish maidens got into the wrong store, were baited with a low price, and were caught on a little yarn that some dealers spin about something else being "just as good as the *Laughlin*."

Five wise ones read THE CENTURY and won't bite on blarney. They know the best features of the Laughlin Combinet are patented, and cannot be imitated. They want a Combinet, but they only want one that is stamped on the bottom with the word "*Laughlin*," and is made by

The Homer Laughlin China Works,
East Liverpool, Ohio.

could be advertised in a manner becoming to the dignity and importance of the firm manufacturing so necessary and valuable an adjunct of household economy.

***

Mr. Dorflinger's announcements are entitled to honorable mention. They are

Dorflinger's American Cut Glass

for the table is perfection.

For sale by all first-class jewelers, glass and china dealers.

Every piece has this trade-mark label.


DECANTER "ROYAL."

quiet, refined, and make a good impression; the illustrations also are models of neatness and good drawing.



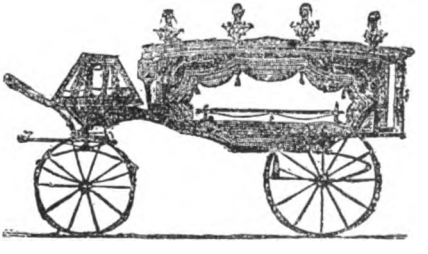
Established A.D. 1820
C. G. GUNTHER'S SONS
184 FIFTH AVE. NEW YORK
SHOULDER CAPES, MANTLES, MUFFS
IN ALL KNOWN FURS
SEAL SKIN JACKETS
COATS, WRAPS AND CLOAKS
FUR LINED COATS AND WRAPS
CHOICE AND EXCLUSIVE DESIGNS
PERFECT IN MAKE AND FINISH
AND AT
VERY MODERATE PRICES

Mr. Hicks, the accomplished dispenser of C. G. Gunther's advertising, has originated a new departure in the fur business issued by this house. We were much impressed with their full page advertisement in the *Bazaar* last year, and note the uniformly excellent drawing in his sketches. This house is a standing example of the value of advertising, even to a firm with the richest possible clientage and the most unimpeachable record of many years standing.

***

If there is anything in a name, which Mr. Shakespeare, who is quite a smart man by the way, seems to doubt, surely the Fates ought to endow a man engaged in so mournful an occupation as this with a more appropriate appellation than he is possessed of at present. Yet there is an excuse for a man seeking congenial company even in death, for

"He that dies, pays all debts."



S. LIVELY & CO.,

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FUNK & WAGNALLS, Astor Place, send us a neat little folder which is worthy of mention in this column; it is short and to the point, well printed and attractive.

***

IT is not unfair to say that the following contains more of fact and fancy than is often dreamed of in our poor philosophy:

MEN ARE SO MADE.

Give us something pleasant to-day; we'll take our chances to-morrow.

This is why we are poor and amount to nothing—nine out of ten of us.

Varnish illustrates this human foible beautifully. We see a new house; it has wonderful charm, this crystal clearness. We do not doubt it will last; it wins and we buy.

The man of the sort that gets rich inquires, "How long will it stay so?"

Nine out of ten of us lose our wits in the presence of women and varnish. They win, we do not always lose.

Would it surprise you to learn that there is a varnish that keeps its promise?

Let us send you the "People's Text-Book on Varnish"—not to sell varnish—far from our thought! We'll sell to the man that makes your carriage, piano, table, chair, and the car you ride in.

MURPHY VARNISH COMPANY.

FRANKLIN MURPHY, President.

Head Office: Newark, N. J.
Other Offices: Boston, Cleveland, St. Louis, and Chicago.
Factories: Newark and Chicago.

***

Colgate seems to have withdrawn a little of late, but perhaps that is only temporary. This seems to me to be about the latest.

COLGATE'S
Fleurette. Caprice.
Cashmere Bouquet.
THREE
FRAGRANT PERFUMES

***

Advertising of a personal kind is doubtless gratifying to some natures, and the thirst for local mention is positively soul-harrowing at times. A gentleman from Brooklyn, who had recently removed to a small town in Texas, sends his friend a "marked copy" containing a personal allusion which at once defines the prominent position which is now accorded him, and which presumably was denied him in his old home.

"Mr. Alexander was allow the honor of pulling the badger in a dog and badger fight matched at the Stock Exchange saloon Saturday night, and did his duty in such a graceful manner as to make many friends."



Mr. Alfred B. Scott, who spent most of the summer in Paris contemplating the rates of *La Petit Journal*, with its million circulation, tells me of rather a singular coincidence that recently came under his notice. In the Rue de la Roquette is a doll shop with this somewhat startling sign in the window:

HEADS REPLACED

AT THE LOWEST PRICES.

Directly opposite this shop, and exactly where the eye rests on turning from the window stands the guillotine! The combination is suggestive if nothing else.

***

THE aluminum match box given to their customers by the Michigan Stove Co., is one of the best things they ever got up, and they have originated many good things. It must be very expensive advertising, but it is doubtless profitable.

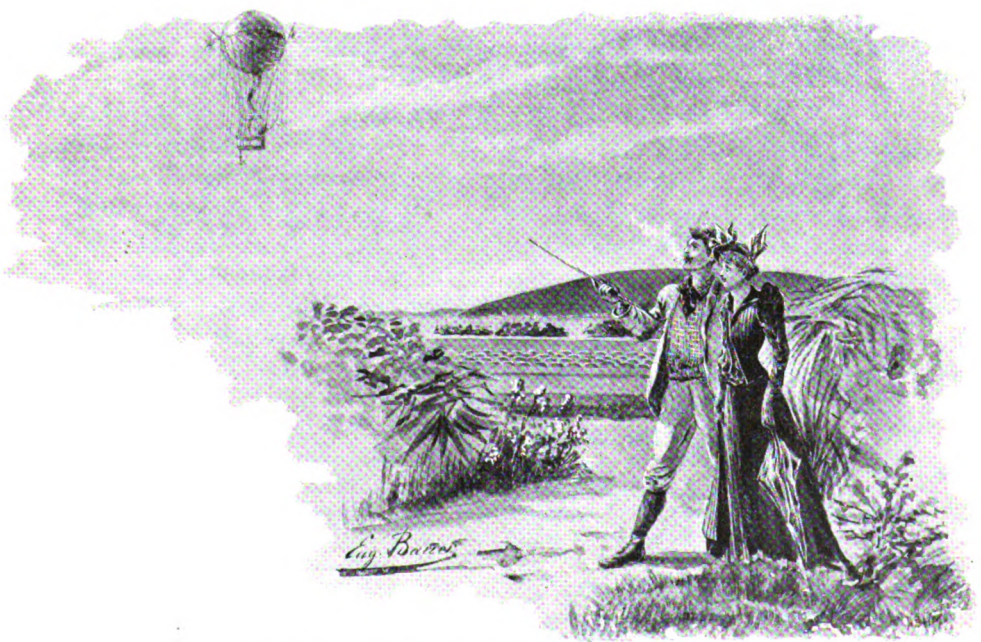
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MEN TO SEE.

Under this title we intend to publish a list of names from time to time with comments if space permits.

Æolian Music & Organ Co.,	Mr. Tremaine.	Hostetter Co., . .	Mr. M. L. Meyers.
American Agriculturist, .	Dr. Hexamer.	Colgate & Co., .	Mr. Sidney M. Colgate.
D. Appleton & Co., .	Mr. St. John.	Battle & Co., . .	Mr. C. A. Battle.
Stephen Ballard Rubber Co.	Mr. Brown.	Ladd & Coffin, . .	Mr. W. S. Douglass.
Crandall & Godley, . .	Mr. Weeks.	J. P. Brush Co. . .	Mr. H. T. Champney.
A. L. Chatterton & Co., .	Mr. Chatterton.	Imperial Granum Co.,	Mr. Jno. C. Heaton.
Deutsch & Co., . .	Mr. Simon Deutsch.	Chas. A. Vogeler Co.,	Mr. L. A. Sandlass.
Franco-American Food Co.,	Mr. Biardot.	A. A. Marks, . .	Mr. Wm. L. Marks.
McLeod Car Heating Co.,	Mr. McLeod.	Rentz & Henry, .	Mr. F. A. Henry.
N. Y. Railroad Men, . .	Mr. Warburton.	Empire Mfg. Co., .	Mr. Trias C. Hall.
Revell & Co., . . .	Mr. Briggs.	Maltine Mfg. Co., .	Mr. R. A. Ward.
Steiner & Son, . . .	Mr. Ed. Steiner.	Theo. Metcalf & Co.,	Mr. F. A. Davidson.
The Taylor Co., . . .	Mr. Taylor.	Hall & Ruckel, .	Mr. Gerald S. Dalton.
T. M. Thorburn & Co., .	Mr. Bruggeman	C. I. Hood & Co., .	Mr. Willard Everett.
Wallace & Son, ...	Mr. Swan.	Horlick, Ford Co., .	Mr. Wm. Horlick.
Dr. J. C. Ayer & Co.,		. Mr. Mavens Wight.	



Bound to rise in his profession.—*The Aeronaut.*

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A SHORT STORY.

(*With Life's apologies to Rameses II.*)

SHE: Please make me up a dose of Castor Oil.

SMART CLERK (*after a lapse of five minutes*): Have a glass of soda, won't you?

She drinks soda and waits for the oil.

SMART CLERK: Anything else, Miss?

SHE: The Castor Oil, please.

SMART CLERK: Why, I gave you the oil in the soda!

SHE: Well, I didn't want it for myself. It was for my brother.

***

SOME time ago, when Mr. Doubleday printed in facsimile handwriting on the back of his envelope, "Have you seen the last number of *Scribner's Magazine?*" we commented on the fact that the Hon. "Tom" Reed, who received a letter thus endorsed, imagined that it was a postscript of his friend and immediately rushed out to get a copy. The following from a new publication, Lyon & Healy *Advertiser*, is in the same direction:

On the back of our envelope appears in facsimile of handwriting, various phrases, two of which are:

"The Knabe piano is peerless."

"The Harp is the coming instrument."

That our advertising man has at last found something effective, is proved by two letters recently received. The first of which began:

"I know that the Knabe piano is peerless but I can't afford it just at present."

The other letter read as follows:

MESS. LYON & HEALY,

Gentlemen: I sent you $15.00 for a cornet. Now you write me that the harp is the coming instrument. I don't want a harp. If you can't send me a cornet, please return my money.

Yours, ———

***

LEFT.

"Rosalie," he whispered, "will you ever marry?"

"Yes," she answered, "when the right man comes along."

"Am I the right one?" he questioned, eagerly, but his heart sank as she replied, sagely:

"No—you're left."

***

IN attempting to explain the origin of the phrase, "You press the button, etc.," Mr. George Eastman says he selected it from a mess of copy submitted to him."—*National Advertiser.*

Mr. Eastman says nothing of the kind. The phrase as he coined it never existed before. It is entirely original.

Our valued contemporary ought not to garble a quotation. Mr. Eastman, to our mind and the minds of everybody else has demonstrated the possession of a brain competent to be the author of this, as well as of other clever sayings.

***

Embarrassing to a Modest Man.

IN misery most deep am I immersed:
I'm saturated so with Shakspere's wine,
I really cannot tell—and hence am cursed—
Which thoughts are gentle Will's, and which are mine.

John Kendrick Bangs in the Century.

Never mind Johnny—the rest of us can.

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A DESIRABLE POSITION.



"Look here, Mr. Newspaper Man; I thought my ad. of 'Dr. Abercrombie's Celebrated Freckle Exterminator and Beatific Face Salve' was goin' in amongst the reading matter. That's what the contract says, 'pure readin' matter, top and bottom, and both sides.' Now see where you've got it!"

"Why, what's the matter with that?" put in the manager of the *Daily Hulabaloo*, glancing at the Doctor's ad. "Here 'tis completely surrounded with the best reading our accomplished scissors editor was able to select. What more can you possibly ask?"

"Just cast your eye over that there readin' matter," replied the doctor, "and see what sort of stuff it is. Here at the top is somebody pitchin' into all kinds of washes, salves and lotions for the complexion, as sure death to good looks, and ruination to the health. Over to one side is an anecdote about a girl who was all over freckles, and who won a husband, with a million, jest because she had too much sense to have 'em 'et out. On the other side is a piece from some old granny, which says freckles and moles and sich things are a sign of long life; and right under my ad., jam up to the bottom of it, is a love sick pome addressed "To My Charmin' Freckle-faced Huldy!" Now if that's what you call pure readin' matter you might jest as well chuck me over onto the advertisin' pages and frame me in with Sherriff's sales. I don't want no more select misserlany."

The business manager, with a peculiar smile wreathing his countenance, admitted that in this case the coincidences were somewhat peculiar, but protested that advertisers who insisted on being next to reading matter had to take their chances as to the nature of it. He finally pacified the Doctor, however, by agreeing the next time his ad. went in, if he could possibly arrange it, it should have the wreck of an ocean steamship on top, the murder of a whole family at the bottom, the latest prize fight on one side and a scandalous divorce suit on the other.

R. H. S.

ABOUT THE PRIZE.

We repeat for the benefit of our readers who have been so unfortunate as to miss the October issue, that we shall give a prize of $100.00 for the best contribution sent to us in competition for the prize before December 31st, 1891.

It may be an illustration, an article, a suggestion of practical value for improving this paper or increasing its sale or influence, or indeed anything in the way of a valuable idea suitable for our uses. We know that the people who read Art in Advertising are bright, therefore it will take something good to win the prize.

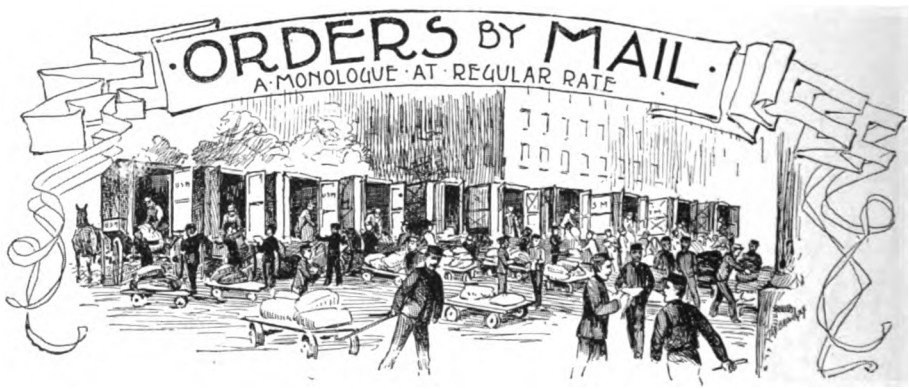
The item in the November number about Mr. S. Carruther's management of Mr. P. T. Barry's business in New York, was signed Adv. *** by mistake by the printer, it should have been "Three Stars," a *nom de plume.*

A PROOF.

"Do you believe in first impressions, Miss Trotter?"

"Not in the least. I sat six times for my last photograph before I was satisfied."

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A MAN who has lived all his life in a great metropolis like New York or Chicago is so far removed in fact and in affiliation from the great agricultural class in this country that it is a matter of some difficulty for him to comprehend the unpretentious amusements of our farming community, and the simplicity of their everyday existence. Hamlin Garlin's stories of the Main Travelled Roads, recently published, have evidently awakened a new interest in the farmer of the West, and the tales that Mr. Howe writes of the Country Town are widely read. Denman Thompson kinder sorter carries a fellow back to the days when he was a bare-footed boy doing chores down on the old farm. It's a long, long time since then, and the only thing that serves to remind him occasionally of the days that are no more is a little verse tucked in the corner of a newspaper, about a deserted farm, wrung from the heart of some poor devil, who would give all he's worth to get back the peace and comfort he hasn't known since he left it.



MAIL CARRIER FIFTY YEARS AGO.

In a country like ours, in which more than half the population is engaged in agricultural and kindred pursuits, it is not strange to find our sympathy responding quickly to every demand made by the farmer upon it. The pleasures of a country life are necessarily restricted, and the amusements limited. There are few people who are aware that most of the farms are situated miles and miles away from railroads; the extent of their rural experience having been in the direction of some country town which they have visited during the summer, and where every convenience is provided (in the advertisement). But take the community outside of the connecting link with civilization, and they are to a very large extent dependent upon their own resources, and find enjoyment in simple pleasures that we might pass unheeding. In the long winter evenings, especially, time is apt to drag heavily, and anything that tends to lighten the dullness of a winter night is eagerly seized upon and anxiously awaited. This then is *Comfort's* great stronghold upon its constituency. The majority of its millions of readers are inhabitants of the back "deestricts;" and *Comfort* comes to them as a perfect paragon of pleasure; the

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COMFORT COMES TO THEM AS A PARAGON OF PLEASURE.

whole family gather round the board at night to hear its contents read aloud by some member, to whom this task is at once an honor and a pleasure.

The amount of matter printed every month in *Comfort* is a revelation to the cosmopolitan publisher. Every phase and feature of human life is touched upon. Not a line that is calculated to instruct, amuse or interest this great and diverse audience is allowed to escape. The compilation of such a paper is, therefore, a matter involving the closest sympathy with the farmer and a rare discrimination of what will please the various tastes in his social and family affairs. This alone is a matter of no small moment, but when cleverly done satisfactorily accounts for the enormous and rapid growth of *Comfort's* circulation. The demand is there and it is simply a matter of catering to it successfully. A great deal is crowded into every issue; more, sometimes, than the publishers care to give for the sake of the paper typographically. But the readers do not mind small type, in fact, prefer it. What they want is something brim full of good cheer. They have not the opportunity to obtain much in the reading line, under their present circumstances, and when the monthly visit of *Comfort* is made they want enough in it to keep them going until the next issue. The thousand and one things treated upon in the way of Suggestions and Advice to both Old and Young, Hints on Making the House More Attractive, Suggestions for Intellectual Development, Sketches of History and Travel, Biographies of Distinguished Men, Common Sense Talks by the Attic Philosopher, Aunt Minerva, Uncle Josh, etc., are features that hold the attention of every reader from month to month. New departments are added from time to time, and the quality of the illustrations are in keeping with the general character of the paper.

In our youth, the spelling bee, singing school, the husking bee, and a thousand and one other things served to while away the long hours of a winter evening. But a thirst for knowledge, a desire to live better, to surround ourselves with more comforts and more conveniences is one of the evidences of the development of the modern farmer. In the commercial columns of *Comfort* every month there appears the announcement of an endless array of articles designed to beautify the home, to add comfort to the physical being, and which reveal to the ambitious member of the family many ways in which the income may be increased, and they seem to be an inexhaustible source of interest to *Comfort's* readers. Almost any small thing



AN "AD" IN COMFORT SUGGESTS AN IDEA TO THE AMBITIOUS MEMBER.

that is clearly described and offered at a reasonable figure and that can be sent by mail, or pianos or other large articles going by freight or express, appeals at once to a constituency who are unable to supply their wants in any other way and who are glad to

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JUST IN TIME TO GET AN ORDER OFF TO A COMFORT ADVERTISER.

have the store brought, as it were, directly to their own house, and it is by this means we carry lots of big ads, there being 327 different ads in December issue. It is not an unusual thing, therefore, to see a whole family looking over the advertising columns of *Comfort*, each remitting ten, twenty and thirty cents to the diferent firms who have offered goods for sale through that medium, and which oftentimes lead up to disposing of *hundreds of dollars* worth of merchandise. To those not accustomed to business of this sort this seems strange, but as a matter of fact, when you remove people to a country town where they have no time to patronize even the general stores, and are imprisioned in their own domain for weeks at a time by impassable roads and severe weather; it is no wonder, at all, that even small advertisements are so productive. Constant repetition of this fact has given birth to that famous aphorism now in use by advertisers all over the country, "If you put it in *Comfort* it pays." It seems destined to become a phrase of national reputation, and may perhaps in time rival Mr. Eastman's Kodak.

Few persons not acquainted with the details of the publishing business can form any idea of what one million copies of *Comfort* means. It means that one car-load of the regular railway car size is sent out every day for nine days. It means that one of these nine cars, after being loaded in Augusta, is sent on their destination all over the country, some finally end up where the temperature is fifty degrees below zero, and little business has been transacted beyond sending to the general store for provisions and for *Comfort*; other cars find there last stopping place where the golden crescent sinks beneath the blue waters of the Gulf of Mexico, and summer is eternal. When these nine cars leave Augusta, neither sleet, hail nor snow can impede their journey. Nor can the order of any Labor Union, nor strike, nor riot effect one single stick in their construction. They are United States Mail trains and everything gives way before them. Should every road in the United States be tied up, these cars with "*Comforts*" would be manned and carry their burden to their destinations. Armed men guard mail trains at all hours of the day and night, and many a poor fellow has sold his life discharging his duty to Uncle Sam. There is no escape from an unlawful attack on one of the United States Mail trains, and the certainty of mail orders through *Comfort* may be depended upon. The state of the weather that so seriously interferes with a man's business in the city is powerless to touch his mail orders. They come right along, and they pay. The rate is higher in *Comfort* than in any other paper in the world, except *La Petit Journal*, in Paris, but it has also the largest bona fide circulation and the largest number of advertisements. When the wary advertiser selects one medium above all others it is safe to follow the lead. Space can be had at all the agencies or of The Gannett & Morse Concern, Augusta, Maine. N. Y. Office, W. T. Perkins, Mgr., 23 Park Row.



PLAIN PAPER FOR COMFORT COMING FROM THE MILL.



ATTACKING A MAIL COACH.

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SOME OF OUR SPECIALTIES.

OUR TYPE BOOK. A Selection of Types Appropriate to the Use of Advertisers. Each type specimen has its proper and technical name, so that the copy-writer can competently direct the printer and demand a proper setting instead of tamely submitting to his butchery. Used by the leading advertisers. PRICE, 25 CENTS.

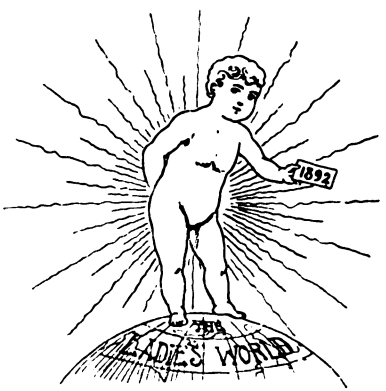
THE BINDER for *ART IN ADVERTISING.* To appreciate the paper you need to preserve a year's numbers together; to do this you need a binder. PRICE, 60 CENTS.

ELECTROTYPES of our Covers and Miscellaneous Engravings are sold at prices which should interest you. Particulars on request.

BOUND VOLUMES of Vols. I. and II. in single binding can be had. These are selling twice as fast as they did two months ago, and the supply is not large. MORAL:—Is obvious.

PRICE, $2.00.

ART IN ADVERTISING COMPANY,
80 FIFTH AVENUE, NEW YORK.



YOURS for Good Business
During my term,
Providing you
Advertise in

The Ladies' World.

Average Circulation
Over 250,000 Copies
Per Issue (92 per cent.
Paid-in-advance) going
To Well-to-do Homes.

Get estimate from your agent or direct from publishers, S. H. Moore & Co., 27 Park Place, New York.



We give

Advertisers

THE MOST FOR THEIR MONEY



The Agricultural Monthly with the LARGEST CIRCULATION WEST OF THE ALLEGHANIES.

Akron Beacon and Republican,
THE ONLY DAILY.

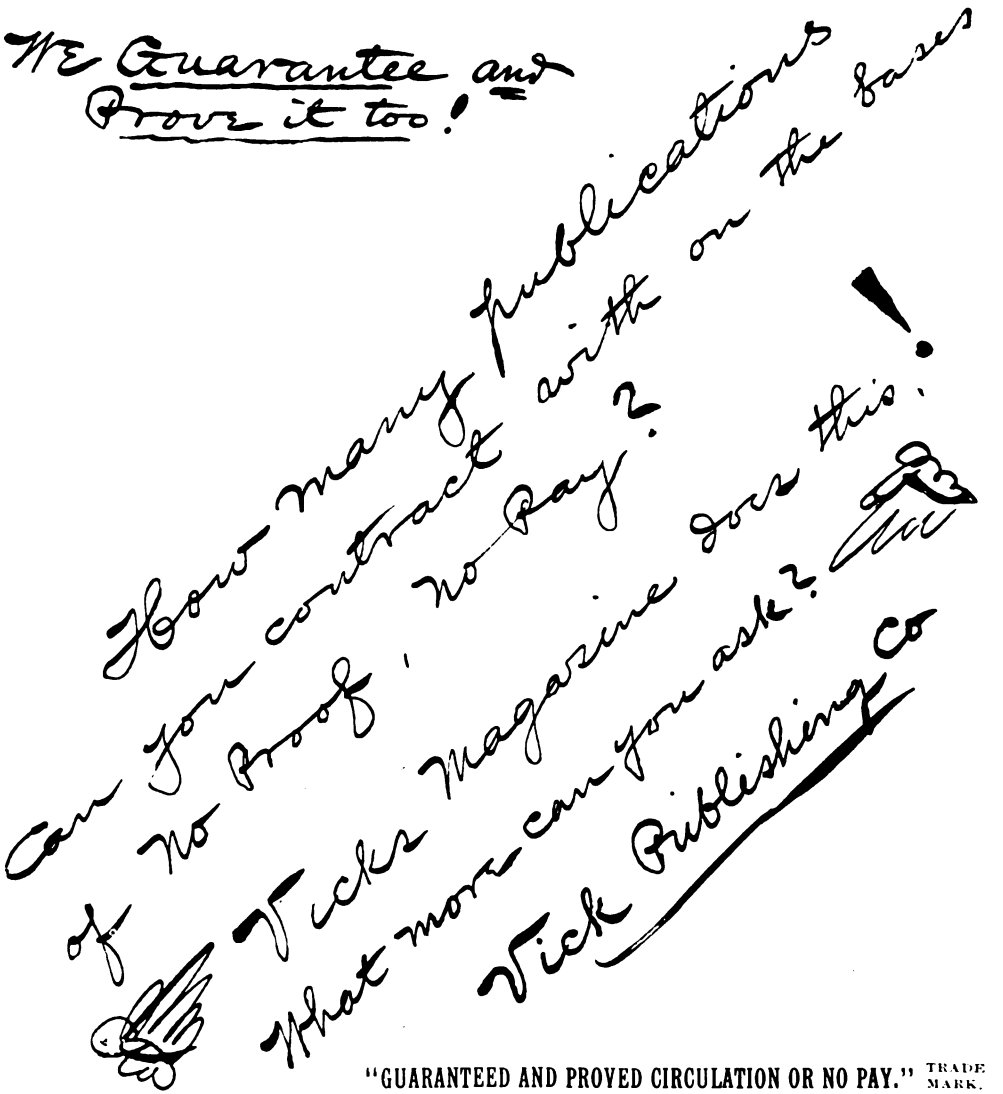
The Summit County Beacon,
THE ONLY HOME-PRINT WEEKLY.

The Sunday Republican,
THE ONLY SUNDAY PAPER.

In a Rich City and County of 60,000 Population, and Growing Right Along.

L. S. STONE, 23 Park Row, N. Y., Eastern Agent.

Digitized by Google



"GUARANTEED AND PROVED CIRCULATION OR NO PAY." TRADE MARK.

We will not critizise anybody, but "claimed circulations" are things of mystery and doubt, and "must go."

Advertisers either will not use, or they question the circulation so much that——————— WELL, EVERYONE KNOWS THE FEELING!

Vick's Magazine (of Rochester) guarantees and proves 200,000 actual average monthly circulation, or no Pay! *December, January and February* **250,00 each month.**

WE WRITE IT IN THE CONTRACT TOO!

The rates are $1.25 per line, with discounts for time and space, and are invariable. If not able to pay it don't send orders. ☞ *No suides need apply, as we guarantee our subscribers against loss.*" ☜

ADDRESS ALL ORDERS TO NEW YORK OFFICE, 38 TIMES BUILDING,
H. P. HUBBARD, Manager,
Or through any responsible Advertising Agency.

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LORD MACAULEY Said

"Advertising is to business what steam is to machinery."

Joseph Horne & Co.,
J. Kaufmann & Bro.,
Boggs & Buhl,
Pittsburg Clothing Company,
I. Jackson & Bro.,
Fleishman & Co.,
W. M. Laird,
Hopper Bros. & Co.,
Horne & Ward,
W. H. Keech,
Edmundson & Perrine,
B. Himmelrich & Sons,
T. M. Latimer,
Knable & Shuster,
Black & Baird,
Reed B. Coyle & Co.,
J. C. Jamison,
Thomas McCaffrey,
Brown & Saint,
Sloan & Co.,
Hardy & Hayes,
Kelly & Rodgers,
Mellor & Hoene,
Prof. J. Clark Williams,
P. Duff & Sons,
Dr. R. A. Woods,
Dr. Wm. C. Byers,
Dr. J. A. Burgoon,
Max Klein,
W. A. Bunting,
M. F. Hipple & Co.,
C. H. Love, and
Charles Somers & Co.,

ALL OF PITTSBURG, PA.

WILL TELL YOU HOW ADVERTISING IN THE

PITTSBURG TIMES

HAS MADE MONEY FOR THEM.

We Preach the right of the Advertiser to know the measure of his purchase in Circulation.

ANY ADVERTISER can satisfy himself that we have the 35,000 we claim; we will open our books and entire establishment to all comers.

NOT ANOTHER morning paper in Pittsburg has within 5,000 of what the TIMES can prove to have had every issue for the past year.

EASTERN OFFICE, 150 Nassau Street, N. Y.

S. S. VREELAND, Manager.



This gentlemanly devil is from **THE JOURNALIST.** He is making the last call for advertising copy for **THE JOURNALIST'S CHRISTMAS SPECIAL** which will be published on December 12th.

THE JOURNALIST'S CHRISTMAS SPECIAL is one of the largest, handsomest, and best Christmas publications on the market. It has, in past years, received more complimentary notices than any other single publication. Its contributors are amongst the foremost men and women in American journalism, its advertisers are the leading newspapers and the largest concerns in every line, and its readers are in every city and town in the United States and Canada.

The rates are $200 a page, $110 a half page, $60 a quarter page, $35 an eighth of a page, and $18 a sixteenth of a page. If you want to get in send the devil back quick, for the forms close December 8th. For further particulars address,

ALLAN FORMAN, Editor and Proprietor,

117 NASSAU ST., NEW YORK.



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Let Us Have Your Order Now.

When an advertiser tells you that a certain paper *has paid*, and *is now* paying him, and you are in the same line of business, doesn't it look like policy to use that paper, all things being equal?

FARM AND HOME

does not claim to pay every advertiser, but to those seeking country trade, it *does pay*, and proves a *profitable investment*.

280,000 Copies

each issue will be printed for the next four months, and the rates are *less* than 3-5 of a cent per line per thousand circulation.

Why Not begin the new year of 1892 by cutting from your list papers that you have found *not to pay* and trying one whose chances are in *your* favor. A wise move.

27, *Worthington St., Springfield, Mass.* **THE PHELPS PUBLISHING COMPANY,** 504 *The Rookery, Chicago, Illinois.*



TAKEN IN

time, ALLEN'S LISTS will make up for all losses met by advertising in unprofitable mediums. They are the best general advertising mediums in the world, and are recognized as such by the great field of America's shrewdest advertisers.

Your "Ad" in the New Year's issues will prove the above statement to your satisfaction.

They always pay at all seasons. **NOW** is a good time to send your copy. Over a million guaranteed and proven each month, and they go direct to the homes of the buying classes.

DON'T BE late. That's good advice. Better heed it. Over $2,000 in orders arriving late, crowded out of the December numbers.

Those who send their orders early in the month are more likely to secure favorable positions. **LATE** advertisers secure poorer positions. You do not advertise for fun. The largest results for the outlay is what you are looking for. If you are tired of being "*taken in*" by the "all guarantee" "no proof" papers, sample copy sharps, etc., try the New Year's issues of ALLEN'S LISTS for results, and you will doubtless hasten to make an annual contract. *Again, Don't be late.* Forms close for New Year's (January numbers), December 18th.

ALLEN'S LISTS, Augusta, Maine.

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ART IN ADVERTISING

COME NOW.

— ADVERTISE IN —

Judge Get your contract in for the presidential year—when *Judge* circulation is such as to make space doubly valuable.

WILLET F. COOK, *Advertising Manager.* 110 FIFTH AVE., NEW YORK

THERE IS NOTHING JUST LIKE

THE NEWS SERIES:

The Richfield News,
The Saratoga News,
The St. Augustine News,
The Thousand Islands News.

THEY ARE THE "COURT JOURNALS" OF AMERICAN SUMMER AND WINTER RESORTS.

General Office: UTICA, N. Y.

THERE is much Art in knowing where to Advertise. Inquire of KATE FIELD'S WASHINGTON, 39 Corcoran Bldg, Washington, D.C.

GOLDTHWAITE'S
Geographical Magazine

CIRCULATION UNIVERSAL.

The Best Medium in the World for General Advertising.

FRANK LESLIE'S ILLUSTRATED NEWSPAPER

WILLIAM L. MILLER, *M'g'r Advertising Department.* 110 Fifth Ave., New York.

PREMIUM GOODS.

THE DOLLAR TYPEWRITER AND THE DOLLAR PHOTOGRAPHING OUTFIT have been extensively advertised by us and are widely and favorably known. They are particularly well suited to the demands of a **PREMIUM AND SALES DEPARTMENT.** Besides these we have other attractive goods. Mention "ART IN ADVERTISING" and we will send pamphlet.

INGERSOLL & BRO.,
65 Cortlandt St., N. Y.

Dodd's Advertising Agency, 265 Washington Street. **Boston,**

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

A New Departure!

Commencing with the splendid

THANKSGIVING NUMBER,

—THE—

NEW YORK LEDGER

Will be sold at all news-stands at

5 Cents a Copy.

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Plants without sunshine don't blossom.

Papers without readers of a purchasing class cannot pay the advertiser.

The Boston Herald has a reputation of being a seller of advertised goods.

It is the paper for you.

For Rates inquire of us.
For Results inquire of advertisers.

32,000 COPIES

Two Times a Month

Wisconsin Agriculturist

RACINE, WIS.

THOMAS H. CHILD, Eastern Representative,

Times Building, N. Y.

TO LIVE ADVERTISERS.

MODES AND FABRICS

Published by Modes & Fabrics Pub'g Co.

Is an Illustrated Monthly Magazine.

ORGANIZED By Business Men,
CONDUCTED On Business Principles,
TREATING On Practical Subjects,
ENDORSED By Leading Dry Goods Men,
READ By All Classes—places it in the front as an Advertising Medium.

Guaranteed Circulation, 120,000.
Rate 50 cents per agate line.
Forms close 15th of each month.

Address,

MODES AND FABRICS PUB. CO.,
550 Pearl Street, New York.

Put Them On Your List.

SUNDAY SCHOOL TIMES.
PHILADELPHIA.
PRESBYTERIAN.
LUTHERAN OBSERVER.
NATIONAL BAPTIST.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF'D CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN STATESMAN.
CHRISTIAN RECORDER.
LUTHERAN.
BALTIMORE.
BALTIMORE BAPTIST.
EPISCOPAL METHODIST.
PRESBYTERIAN OBSERVER.

What is the matter with our advertisements that you do not respond with an order or a request for information about these papers?

Haven't you anything to sell which prosperous families would buy?

ONE PRICE ADVERTISING

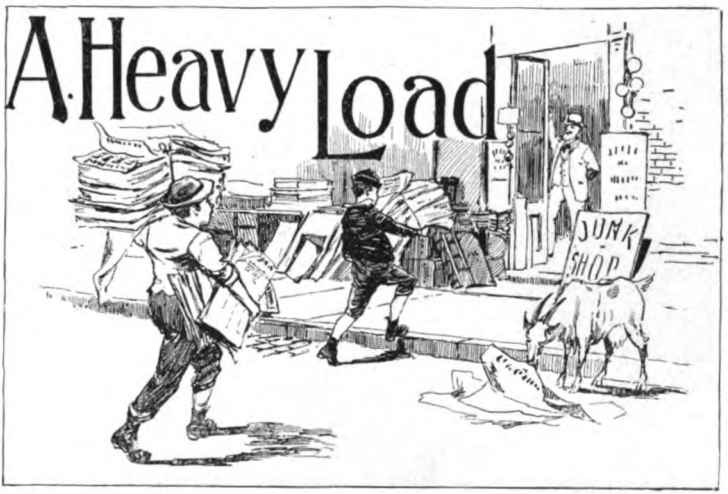
Without Duplication of Circulation.

HOME JOURNALS **15** BEST WEEKLIES

Every Week
Over 275,000 Copies

Religious Press Association, Phila.

Digitized by Google



is what the advertiser carries who "monkeys" with papers that DO NOT PROVE the actual number of copies printed and sold each issue. The

PITTSBURG PRESS

DOES PROVE that it PRINTS and SELLS

42,761 Copies

EACH ISSUE to the industrious, purchasing people of Pittsburg—**and not to the JUNK SHOP,** where most circulations nowadays find their way.

If you contemplate doing any advertising in Pittsburg or vicinity—it will pay you to consult the PRESS before placing it. We will furnish such proof as will convince the most skeptical that there is no superior advertising medium in Pittsburg.

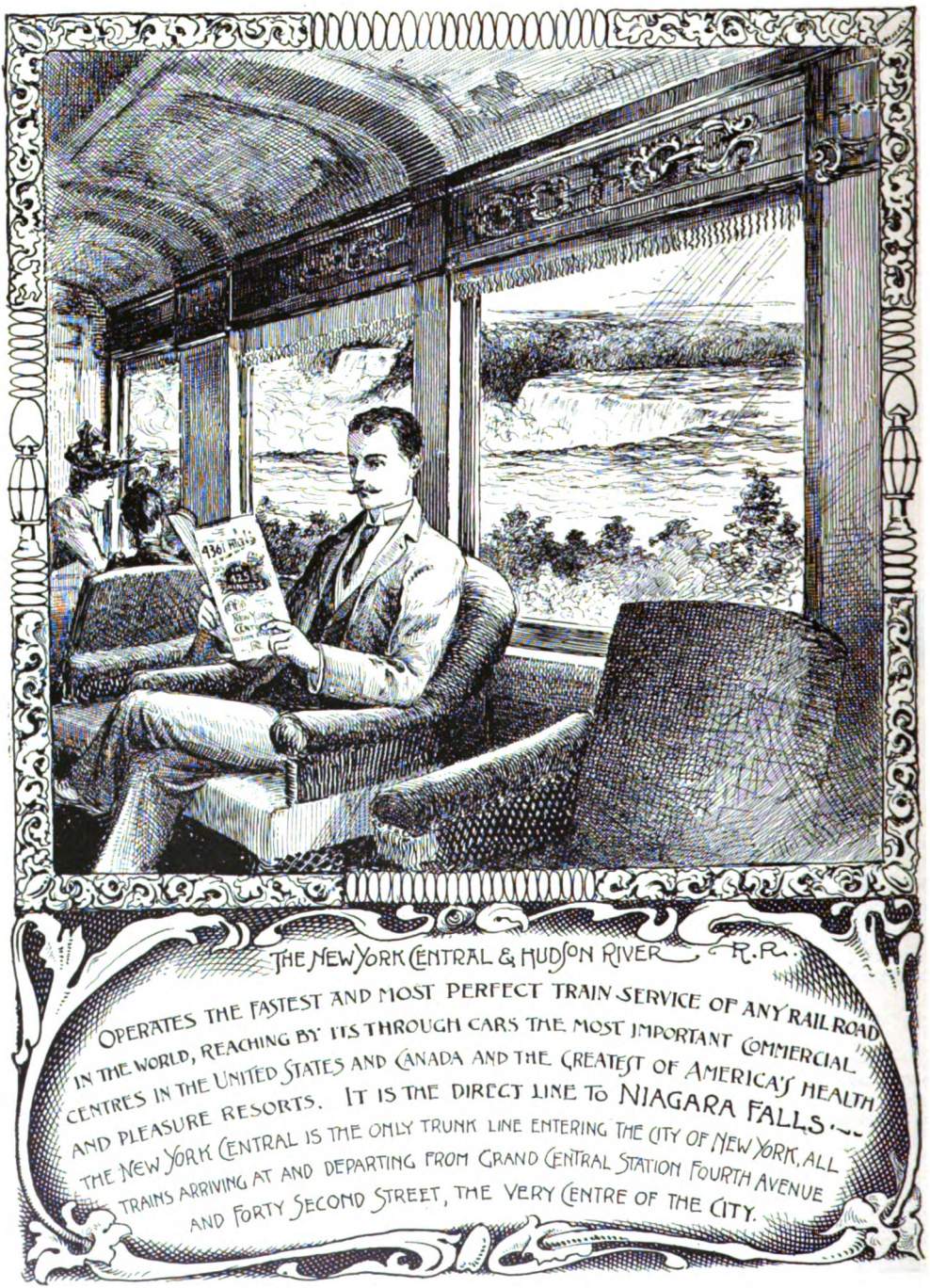
Some publishers tell advertisers they may go into their pressroom whenever they please and stay as as long as they like. That proves nothing. Business-men have something else to do besides wasting their time in that manner. While our pressrooms are always open, our circulation is based on ACTUAL SALES—not on the number of copies printed—and we invite inspection of our books.

S. C. BECKWITH,

SOLE AGENT FOR FOREIGN ADVERTISING,

48 Tribune Building, NEW YORK. 509 "Rookery," CHICAGO.

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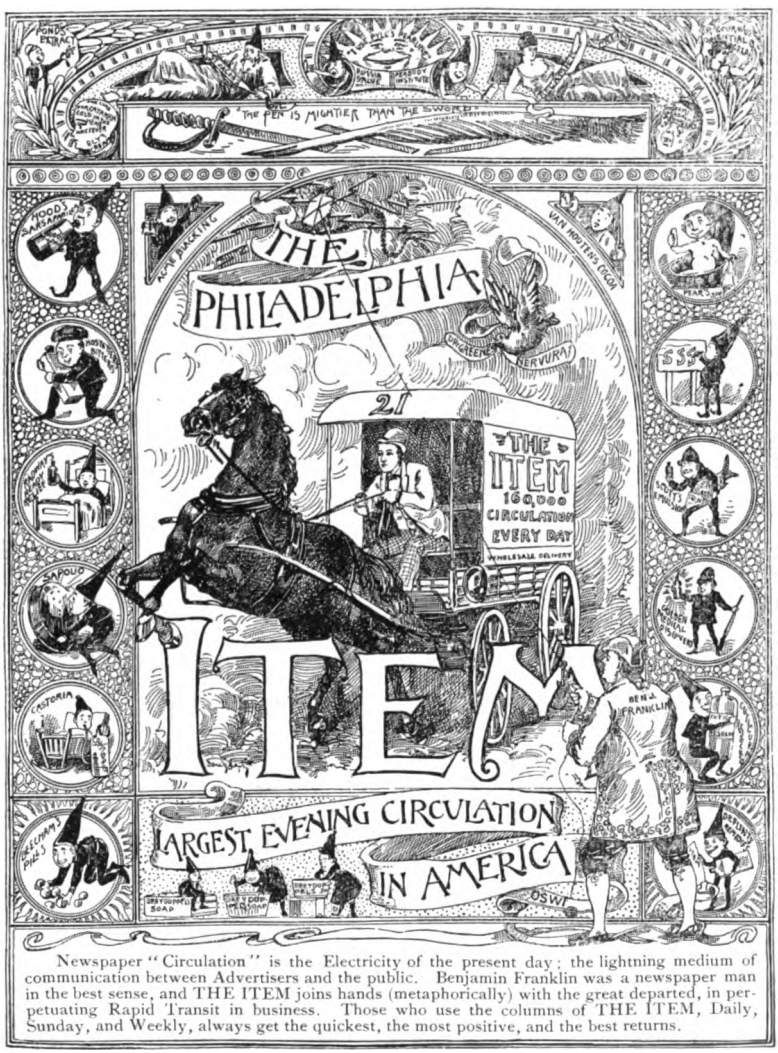


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PHILADELPHIA ITEM.

SWORN CIRCULATION, covering every issue for first six months of 1891:

DAILY, 180,186, SUNDAY, 182,338, WEEKLY, 43,353.



Newspaper "Circulation" is the Electricity of the present day; the lightning medium of communication between Advertisers and the public. Benjamin Franklin was a newspaper man in the best sense, and THE ITEM joins hands (metaphorically) with the great departed, in perpetuating Rapid Transit in business. Those who use the columns of THE ITEM, Daily, Sunday, and Weekly, always get the quickest, the most positive, and the best returns.

48 Tribune Building, NEW YORK. **S. C. BECKWITH,** **Sole Agent for Foreign Advertising.** **509 "The Rookery," CHICAGO.**

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3,500 New yearly subscribers received in one day during the past month of OCTOBER.



About 200,000 paid yearly subscribers on our list at the present time.

Hundreds of new subscriptions added every day.

OUR SUCCESS EXPLAINED!

But a word is required for this. We promise good value to subscribers and then give more than double what is promised.

Each number of *The Mayflower* contains a handsome lithographed plate, in several colors, and the *very best* literary matter obtainable.

A FEW OF OUR CONTRIBUTORS:

HENRY M. STANLEY, GEORGE KENNAN, MAJOR JEPHSON,
MRS. HENRY WARD BEECHER, MRS. DELLA BROWN, of Italy,
LOUIS BOEHMER, late gardener to the Emperor of Japan,
DER. A. WING, of China, Explorer and Collector,
REV. CHARLES CLOWE, Medical Missionary in West Central Africa,
P. LANCASTER of India,
LENNIE GREENLEE, "Health and Money for Women in the Flower Garden, Vegetable Garden, and Fruit Garden,"

and articles from contributors in { Jerusalem, Palestine, Samoa, Alaska, Sicily, Malta, Asia, England, Bermuda, Holland, France, Germany, Denmark, New Zealand, and from nearly every country on the Globe.

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ALL THIS FOR ONLY 50 CTS. A YEAR.

Determined to make *The Mayflower* the best publication of its kind, commencing with the January issue the number of pages will be doubled and filled with literary matter of the highest order.

We PROVE OUR CIRCULATION TO EACH ADVERTISER Before Payment for Advertising Is Due.

A large extra edition will be mailed of the January number, and we are warranted from present results in the belief that our subscription list will be doubled by MARCH 1st, at which time we contemplate a raise in our advertising rates.

If you secure space now you will congratulate yourself the balance of the year.



Advertising rate $2.00 per agate line.
TIME DISCOUNT 10 per cent. for three months; 20 per cent. for six months; 30 per cent. for twelve months.
SPACE DISCOUNT 10 per cent. on 50 lines; 20 per cent. on 100 lines; 30 per cent. on 500 lines to be used in one year.
No advertisement for less than four lines space.

Send for sample copy.

You will subscribe when you see it. Everybody does.
Our Success is deserved.

JOHN LEWIS CHILDS, Publisher,

THE MAYFLOWER— FLORAL PARK, N. Y.

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Going, Going, 1891, Next, 1892

I wish you "the Compliments of the Season," and would at the same time call your attention to the fact that owing to the great increase in the circulation of the *Saturday Blade*, *Chicago Ledger*, and *Chicago World*, the advertising rates will increase 25% on January 1st, 1892, on all new business. Now if you secure space before January 1st, 1892, **you save 25%.** If you don't **I make 25%,** for if you are a general advertiser, you will use "The Big 3" because it will pay you.

ADVERTISING DEPARTMENT

THE SATURDAY BLADE,
By W. D. BOYCE.

THE CHICAGO LEDGER,
By W. D. BOYCE.

THE CHICAGO WORLD,
By B. D. ADSIK.

OVER 350,000 COPIES WEEKLY PROVED.

Time is money—be in time and save the

25% increase in advertising rate on the *Saturday Blade*, *Chicago Ledger*, and *Chicago World*. 25 per cent. saved on the cost of over 350,000 weekly circulation is equal to $275.00 per inch per annum. Big money—big circulation—big profit.

Advertising Rates until January 1st, 1892: The *Saturday Blade*, per line agate, $1.00; the *Chicago Ledger*, per line agate, 50 cents; the *Chicago World*, per line agate, 30 cents; the **Big 3** combined, $1.50.

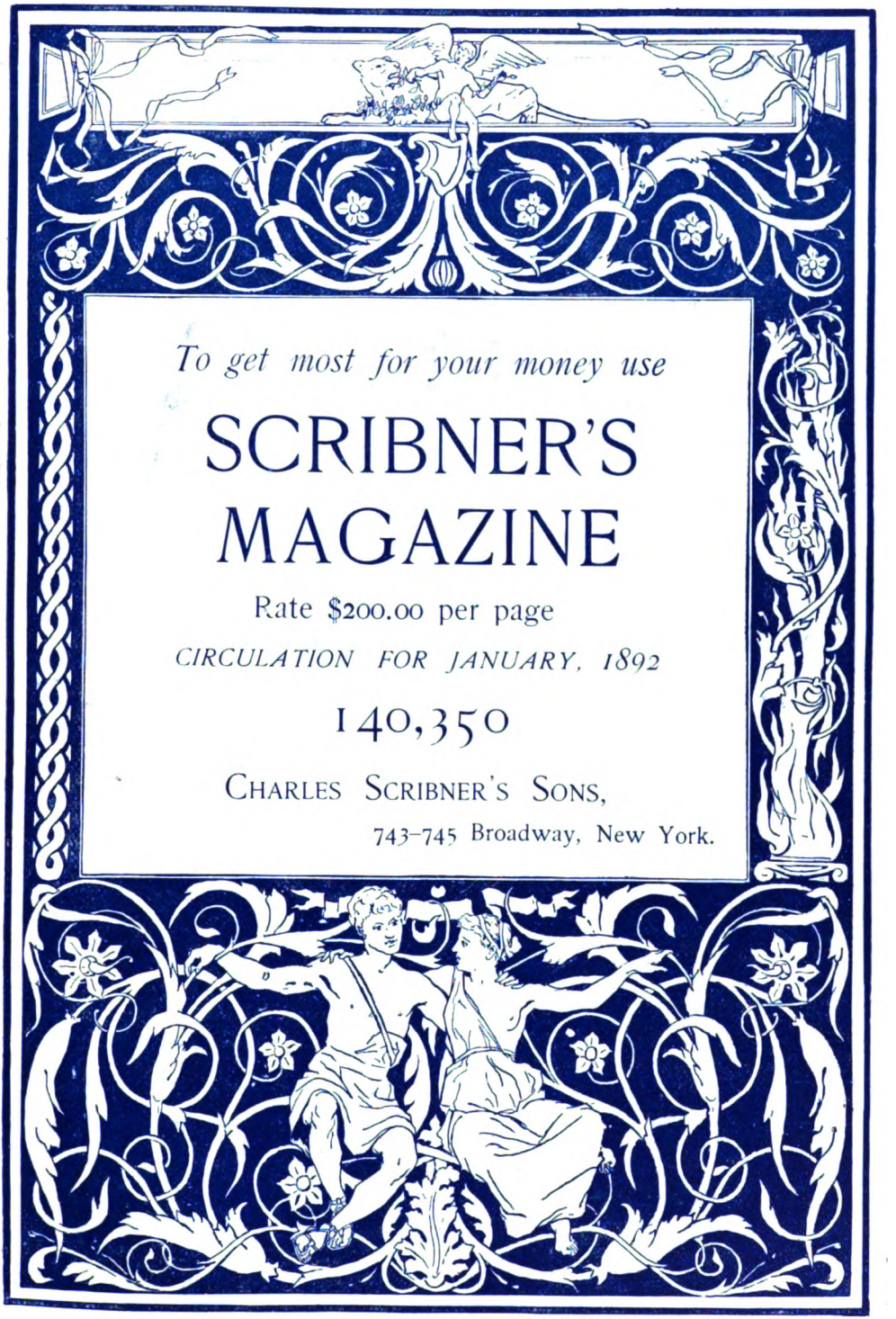
RULES.

1. Cancel any contract at any time at pro rata rate. 2. No discount for time or space. 3. Circulation proved by P. O. receipts. 4. No contracts made for longer than one year.

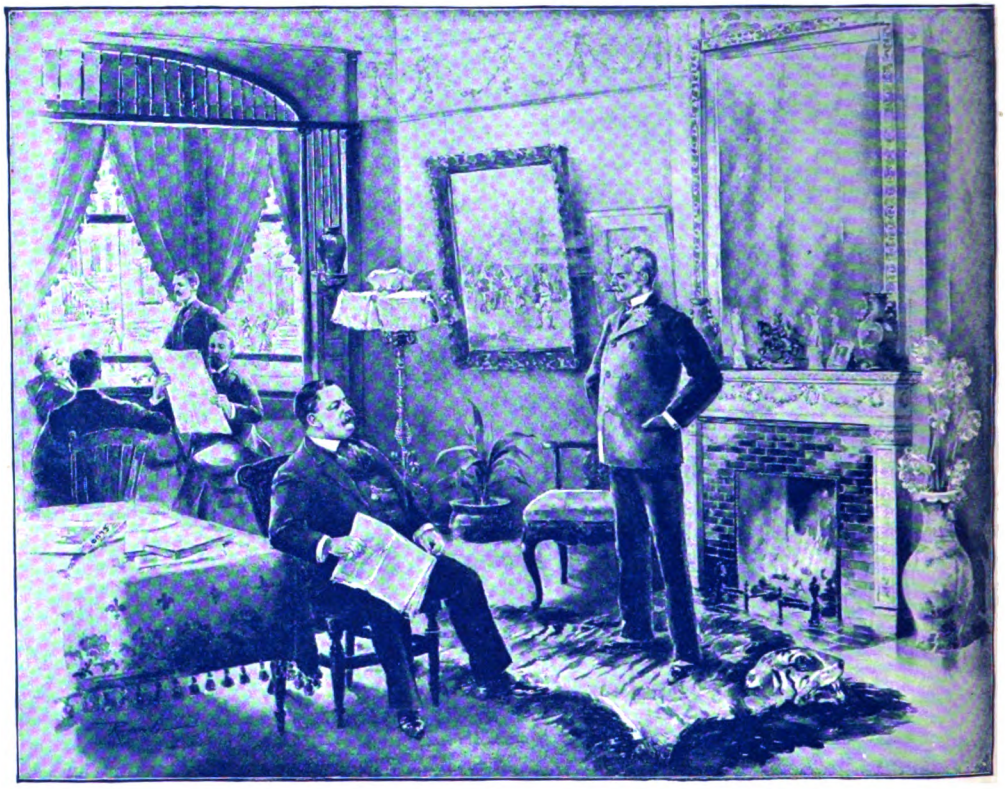
Apply for space to any agency or to

W. D. BOYCE,
116 and 118 Dearborn Street, - CHICAGO, ILL.

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From the December *Club*.

THERE is no doubt that the club men and women of this country are the most wealthy people in it. They are fond of the luxuries and comforts of life and spend money freely. There are more than 500,000 club members, excluding everything but strictly first class social organizations, and THE CLUB *reaches them all. It is printed on fine coated paper and illustrated by the best artists obtainable. Since the retirement of its first proprietors it has steadily improved. For advertising, address,*

THE CLUB,

13, 14 and 15 Tribune Bldg., N. Y.

THE CAXTON PRESS

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ART IN ADVERTISING

JANUARY, 1892

VOL. IV. NO. 5.

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ART IN ADVERTISING COMPANY,

80 FIFTH AVENUE, NEW YORK, N. Y.

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Seedsmen!

More than one million circulation is proved by the publishers of *Comfort*. The character of this paper renders it particularly valuable for seedsmen. It reaches the community that is most interested in farm and flower gardens.

Space at the publishers, GANNETT & MORSE CONCERN, Augusta, Me. New York Office, 23 Park Row. W. T. Perkins, Manager.



IF YOU PUT IT IN *COMFORT* IT PAYS.

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ART IN ADVERTISING

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

VOL. IV. JANUARY, 1892. No. 5.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, President.
Russell Doubleday, Business Manager.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

IT HAS BEEN FOUND NECESSARY TO DELAY PUBLICATION OF THIS NUMBER IN ORDER THAT THE RESULT OF THE PRIZE CONTEST MIGHT BE GIVEN.

THE PRIZE AWARDED.

THE prize for One Hundred Dollars, announced in the October and succeeding numbers, has been awarded to C. Johnson, 110 Worth Street, New York City, for an idea for which we are more than glad to pay the sum agreed upon. Our check for One Hundred Dollars has been forwarded to the winner, and we present hereby our best thanks for his efforts in our behalf.

From the nature of the plan suggested it is important that no description of it should be made until it is about to be put into operation. We propose to announce the details in March and begin the publication in the April number. The carrying out of the plan will cost a good deal of money and time but we trust that it will be approved by our readers.

A SECOND PRIZE.

WE had not agreed nor proposed to give a second prize, but we have received an article printed herewith which seems to us so excellent and valuable that we have given a second prize of Twenty-five Dollars to its author, Mr. R. H. Sylvester, Washington, D. C., and our check has gone to him for this amount.

We may say at once that the following article is adopted by us as a statement of the manner in which ART IN ADVERTISING will be conducted.

BUILDING UP A PUBLICATION.

THE circulation of ART IN ADVERTISING among business men will grow of itself, like good seed sown in fruitful soil. Its purpose is to promote the interests of the business community. Its meritorious work is all the while making forceful appeals to their sympathy and support. How, at the same time, shall the great general public be reached and drawn into the fold in similar large and sympathetic numbers?

Whoever has anything to sell, knows the value of advice that may help him to a sale

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or extend his trade. Practical hints and practicable suggestions in this direction are always acceptable to him. This is why he finds so much to appreciate in the columns of ART IN ADVERTISING. But is it not desirable and possible to place your journal equally *en rapport* with the grand army of buyers? Then will the circuit be complete and your circulation go up accordingly.

It is important for the people to understand that what is called art in advertising is not artifice; that there is no catch in it; that it is not a one-sided device to beguile them into spending their money; but that, on the other hand, its chief design is to point out effective means of communication between the tradesman and his customers, and that the benefits of this inter-communication, as the benefits of all advertising must be, are mutual. Reference is had, of course, to advertising that is honest and legitimate.

Now, as one way to demonstrate the soundness of the various theories advanced and positions taken by your publication, or to assist you in the discovery of other and, possibly, better ones, suppose that ART IN ADVERTISING makes a call upon its general readers outside of the business fraternity, for bits of experience at their end of the advertising line. Ask for individual responses to these and similar inquiries:

"How have you fared at the hands of the average advertiser? Has he been a help or a hindrance? In what, if any way, has he deceived or disappointed you? Wherein has he proved an advantage? What general or special form of advertising do you recommend? What of the circular or "dodger" plan of advertising as compared with that of the newspaper or magazine?" And so on.

As what is for the interest of advertisers bears close relation to what is for the interest of those who look to advertising for information, let them be introduced to one another. Give the latter two or three pages a month, or whatever reasonable space may be required, and, our word for it, you will broaden the scope of your influence and largely lengthen your subscription list.

This department might be still further popularized by short occasional contributions on Art in Buying as related to Art in Advertising, as—how to spend money judiciously; how to make the best use of a little money and how to least misuse larger sums; how, in the necessary expenditure of money, to utilize opportunities and how to economize without parsimony. Here, also, is the door opened for an interesting and useful study, and upon a class with whom advertisers, directly or indirectly, have much to do.

There is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to react at a loss.

The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number. Whatever can be done to bring it into special and conspicuous notice, as in the manner indicated above, or through the gratuitous distribution now and then of something really clever in the calendar or ready-reference or miniature almanac line, handy for the pocket and giving prominent place to your own imprint, will, of course, help. This, with good handling by the news agencies and a little judicious advertising of itself, from month to month, can hardly fail to produce desired results and rapidly multiply your readers and admirers.

R. H. SYLVESTER.

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A GOOD THING FROM PARIS.

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R. BARKSDALE sends me a pamphlet about the "Pennsylvania Limited"—one of the cleverest little booklets I ever saw devoted to advertising, and I advise people interested in this sort of advertising to write to him for a copy. The illustrations are not the slap-dash geography cuts which ordinarily accompany railroad advertisements, but are clever drawings by Joseph Fleming, C. D. Gibson, and Charles Howard Johnson. The booklet is particularly commended to railroad passenger agents.

***

I AM sorry for Mrs. Burton Harrison, as I suppose she is hardly responsible for all the misfortune which has come upon her. Herewith are given engravings from the various publications which print and advertise the writings of this gifted lady. They are superb in comparison with some portraits which might be raked up from the files of current publications. The design at the left is cut from the *Century* portrait gallery of contributors published in the October number. I wonder, by the way, if any of these gentlemen or ladies will contribute another year? The portrait in the middle appears in the last number of the *Cosmopolitan*—Heaven, forgive it! The lady on the extreme right is supposed to be the same person represented in the other two pictures but shows the *Ladies' Home Journal's* idea of how Mrs. Harrison looks. It is only just to say that the original resembles none of these counterfeits; she is a most charming woman, sweet and womanly, and I am sure very tired of seeing these "Caricatures of a Face."



***

FROM Charles Scribner's Sons comes a copy of an *edition de luxe* of the Christmas *Scribner*. It is printed from beginning to end, cut forms, text forms, and advertising forms, on the finest coated paper. The cover is a plain design printed in gold, very simple, and in very good taste. The advertisements show forth grandly on the coated paper; there are over 500 in all, I am told, and the business manager has informed me, with tears, that he omitted 15 pages of advertisements after they had been set up, as he did not want to make the number too bulky. At the end is an index of the contents of the first ten volumes of the magazine, a list of the artists who are represented, and a review of the editorial and artistic achievements.

***

MR. FOWLE, who is the great hustler on the *Boston Herald*, sends in a specimen of newspaper advertising in New England. As

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the advertisement appeared it filled a space three columns wide of the *Boston Herald*. The idea originated in the stereotyping department of the paper. The background consists simply of a stereotype taken from the impression made by a piece of sand paper. Another striking effect was produced by taking the cast of a piece of wire screen.

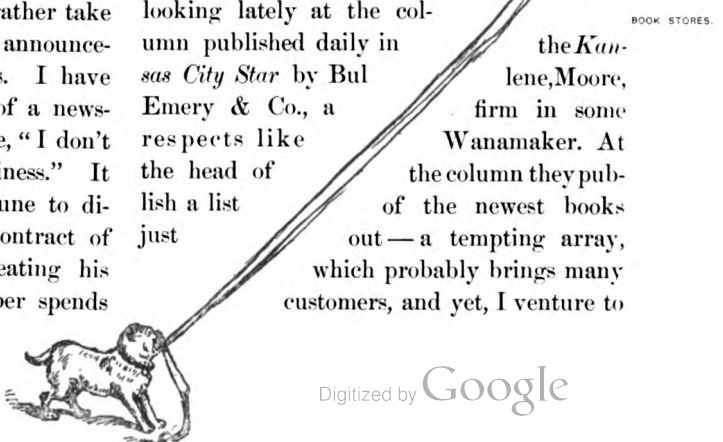
***

The *Boston Herald*, by the way, seems to be one of the very few papers willing to take its own medicine. It advertises just as though it believed in its own doctrine. I have had in my life some experience in trying to get newspapers to advertise, both for circulation and for advertising custom, and can truly say that I would much rather take my chances in aiming to secure the announcements of any other line of business. I have several times heard a publisher of a newspaper say as shamelessly as possible, "I don't believe in advertising for our business." It has, however, been my good fortune to divert from that same person a contract of some dimensions, simply by repeating his remark. The average weekly paper spends not a cent in advertising, but the big magazines do. *Harper's*, *Century*, and *Scribner's* spend, I presume, $40,000 a year each, in telling people about what they are trying to sell, and I think that is one of the reasons they are getting about all the advertising they want at high prices.

***

There are a few notable exceptions among weekly papers, *The Youth's Companion*, for example, spends large sums in announcing its contents. What is the result? It sells 500,000 a week, and gets $3.00 an agate line for its advertising space and prints as much as half a dozen of its competitors who believe in advertising only one way. The *Ladies' Home Journal* believes in the same thing, and its publishers get $5.00 a line for its space. It is the people who are broad-minded enough to see both sides of a question that make the successes. I was told, some time ago, that the newspapers in Chicago had made an agreement among themselves not to advertise. I would not believe it. If they did and it becomes known, it will be about the most shortsighted policy ever originated in a part of the land famed for better things.

***



It is curious to watch how people are being pushed to advertise, and how they are improving at it. I have been looking lately at the column published daily in the *Kansas City Star* by Bullene, Moore, Emery & Co., a firm in some respects like Wanamaker. At the head of the column they publish a list of the newest books just out — a tempting array, which probably brings many customers, and yet, I venture to

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say, that there is not a single bookseller in Kansas City who has sense enough to advertise anything but "Great Bargains," in full-face type, and I doubt if many even do this. The booksellers are satisfied simply to fold their hands and cry aloud that the trade is being ruined by the dry goods men. So it goes—the man who has the sense and pluck makes the money and the others weep and whine that they have no chance.

***

A CURIOUS case of shortsightedness on the part of one advertiser and of cleverness of another came to notice a short time ago. A foreign maker took a page in London *Punch* to announce the small profit which the retailer realized on the sale of their soap, which is a half-penny per cake. A rival soap-maker immediately orders 5,000 copies, underscored the profit part in red ink by hand, and mails it to all the druggists, saying, if they are willing to make such a small profit, all right, but if they want a decent return for their efforts, to push the sale of Bungalo (not as a substitute—perish the thought), which is much more lucrative. It was a good advertisement for the latter.

***

Two advertisements of a famous soap have recently come to my attention which are of more than passing interest—one especially on account of a fearful typographical blunder. I quote the sentence as it now appears, and also make the correction.

> **Soap cleanses; but alkali cuts. Soap cleanses the skin, and leaves it rosy and smooth and soft like a baby's. Alkali cleanses but sacrifices [should be scarifies], leaves the skin rough and red.**

***

MY amiable friend, Mr. William Edgar, manager of the *Northwestern Miller*, is pushing a philanthropic scheme to relieve the starving Russian people. He has already the best part of a ship-load of flour, which is soon to be forwarded and distributed to the poor people whose crops have failed. Almost all of this, nearly 500,000 pounds, has been contributed by Minnesota millers, who at once entered heartily into the plan. Mr. Edgar always was a good fellow, and it now turns out he is a philanthropist.

***

SPEAKING of the *Northwestern Miller* reminds me of the most unblushing steal I have ever heard of. This paper published in its issue a long screed about "The Man who said Scat!" when the holiday number was presented for his advertisement. We have now before us an exact reprint of this announcement, the only change being that the name, *The Oakland Tribune*, was substituted for the *Northwestern Miller*. Will the *Tribune* please rise in its seat and explain.



ANOTHER PORTRAIT OF RICHARD HARDING DAVIS.
By C. D. GIBSON, from *Life*.

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COMMUNICATION.

New York, November 9, 1891.

Editor ART IN ADVERTISING:

I have read with considerable interest the efforts that have been made by the various journals devoted to the subject of advertising, to arouse renewed energy in the gentle advertiser who may have been overcome by that "tired feeling," and the descriptions given of the successful advertiser and as to the necessary qualifications of the ideal advertising solicitor. Unless he can be classed with the latter, I suppose excessive modesty will prevent the advertising agent, as such, from saying anything about himself, his business, or what constitutes a real good agent. He should put himself in the hands of his friends.

It seems to me that there are only two more classes of individuals left to write up, and the field will be covered—the humble publisher and the individuals who answer the advertisements.

Can you not get some of your bright lights to tell us what constitutes the successful publisher, how he ought to carry himself, how much of a liar, if any, he ought to be, and what right he has, if any, that anybody is bound to respect?

Another subject that I should like to have discussed is, an advertising agent's contract. Whether as usually made, it is anything more than a memorandum; and if it has any binding force of itself that would sustain a legal action for damages in case of a flagrant disregard of its provisions.

It would also afford me much pleasure to have the search-light emanating from some advertising luminary turned upon the subject of the Special Agent, and his relation to his publisher, with a view to ascertaining who owns the paper. "Does the dog wag the tail or the tail wag the dog?" Who is the *dog* and who is the *tail* in this connection? It is getting to be rather fashionable of late for concerns advertising largely, to set up their own advertising agency, which is either openly avowed or conducted secretly, the object being to save the agent's commission. While this matter could not be properly classed with that of the "substituting evil," are there not some corresponding elements contained in each, and what is the remedy?

Yours very truly,

E. C. STEBBINS,

Manager, *Metropolitan and Rural Home.*

We shall take up this topic next month.

EMBRACING THE OPPORTUNITY.

Editor ART IN ADVERTISING:

Since I wrote the letter on "Lost Opportunities," and before it was published (in your December issue), the *Chicago Tribune*—the aristocratic, high-strung, high-toned *Chicago Tribune*—has begun advertising special Sunday features in the other Chicago dailies—in its young and formerly insignificant competitors. And I may be entitled to a little credit for its new departure. Before using the other papers, the *Tribune* began on bill boards, and I called on its manager and endeavored to secure some wall and bulletin orders for The R. J. Gunning Co.

After failing to convince him that the *Tribune's* future depended on signs to be placed by my firm, I broached the subject of newspapers advertising in other papers, and said practically the same thing as in my letter—that newspapers are always preaching, but never practising. He had probably heard the same thing before, and used strong arguments against the idea, holding that advertisers would be inclined to desert the *Tribune* if the *Tribune* itself showed its faith in its competitors. For some reason, however, a week later the *Tribune's* advertisements began to appear in the other papers, and, I trust, to their mutual satisfaction.

S. W. HOKE.

Chicago, Dec. 15, 1891.

Editor ART IN ADVERTISING:

I have just read your "Christmas number." It is very attractive. And the Scribner Ad. recalls an incident.

When the "Have you seen, etc.?" first appeared I was at the head of "City Dept." in a branch of The American News Co. A leading retail book house in that city sent a note to the Manager. It so happened that the note was written three or four days after "*Scribner* day" (publication day) and the Manager forgot, as he read on the back of the envelope, "Have you seen the last number of *Scribner's?*" the existence of his "tube" and hastened up stairs in a passion—at least very much put "out"—and coming direct to me, said: "See this, George, how could——and——have been overlooked on *Scribner's?*" but I saw at the first glance that 'twas printed, and had a good laugh on the Manager. 'Twas a capital stroke, however.

Very respectfully, GEO. W. SNODDY,

with Laird & Lee, Publishers.

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THE OFFICE KODAK.



HIS BUSINESS.

Smythe: "Joking aside, what are you doing for a living?"

Browne: "Nothing; I'm a professional humorist."

ABOVE BOARD.

Miss Chicago: "I must say I enjoy a good French novel."

Miss Bosting: "Do you read them in the vernacular?"

Miss Chicago: "Oh, my, yes, I read 'em anywhere."

Seedy Individual: "Do you consider your paper a good medium, sir?"

Advertising Agent: "An excellent medium, what can I do for you?"

S. I.: "Invoke the spirit of the press."

FOR INCREASING THE CIRCULATION.

Dear ART IN ADVERTISING:

To increase your circulation,
Permit me to advise,
A generous indulgence
In healthful exercise.

RIDE rough shod over humbug,
RUN down each sham and cheat,
JUMP hard on every sort of fraud
With both your blesséd feet.

WALK right ahead of everything,
KICK promptly when there's reason,
KEEP IN THE SWIM (be sure of this)
No matter what the season.

And just as sure as gruesome fate,
If all these things you do,
You'll increase your circulation,
And increase it

P.
D.
Q.

E. L. SYLVESTER.

BEFORE THE BAR.

Mrs. McCann: "Johnnie's the apple of me oi, your Honor."

His Honor: "Then, ma'am, you should keep him away from the peeler."

He: "My dear, you are a poem."

She: "Indeed?"

He: "Yes—a sort of a-cross-stick."

E. L. S.

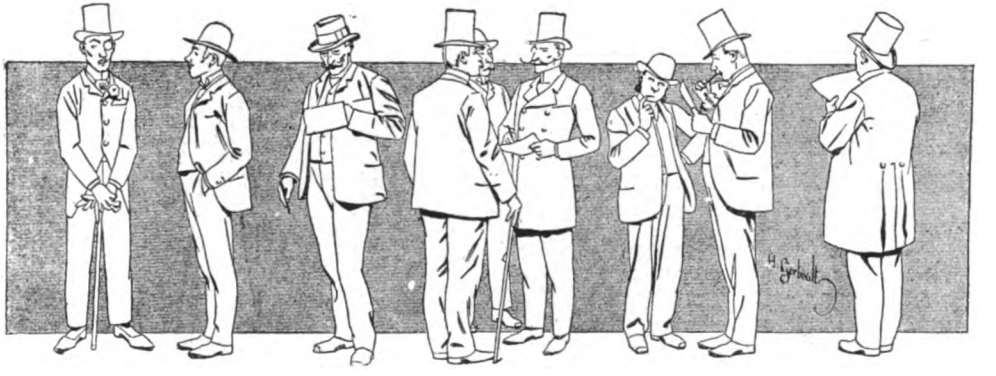
A GOOD REASON, TOO.

"The advertising manager for C. I. Hood & Co. is a hustler, and he has to be."

"Why so?"

"Because he works for a lively-Hood."

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THE MAN ABOUT TOWN.

WHAT a magnificent showing the holiday numbers of the different publications made: gorgeous colored covers, increased pages, handsome illustrations and brainy matter, all combined to make the publishers happy. The advertisements were well displayed, and the season of '91 was in many respects a notable one.

Perhaps the best of all, from a popular standpoint, was *Harper's Magazine*. *Century* came next, and but for these abominable things from the Yon Fittsy gallery in Hoboken would have taken the lead. If Mr. Fraser doesn't stop printing them he will queer the magazine. I never see one of those old masters but I recall the remark of a Cherry Hill tough, before a Rembrandt in the Metropolitan Museum; "Hully gee! I'd die if I drawed dat in a raffle."

Scribner's had a bilious looking cover but its illustrations and stories were good, particularly the pictures by Moore. *Cosmopolitan, Lippincott's, The Atlantic, St. Nicholas, Review of Reviews,* and *Illustrated American* were all superbly handled, and doubtless added much to the subscription list. The advertising in all the periodicals was of a high order, and generous in quantity. It was Mr. Gladstone who gave as his reason for always buying the American edition of *The Century* that he did it solely on account of the advertisements. "No where else," he remarked, "is there so faithfully reflected the industrial growth and development of the United States." And Mr. Gladstone is right. *Puck, Judge, The Christian Union, Life, Youth's Companion, Truth, Once A Week, Harper's Weekly, Frank Leslie's, N. Y. Ledger, Christian Advocate, Current Literature, Home Maker, Outing,* and *Harper's Bazaar* were all splendid numbers. In point of artistic excellence there is nothing really like the *Figaro Illustre,* published in Paris by Goupil. Instead of giving a huge quantity of stuff, the publishers, like true Frenchmen, give comparatively little, but of superlatively good quality. The illustrations are put upon the pages by an artist and printed by artists. The great quartos of the *London Illustrated News* and the *Graphic* are commonplace and heavy beside it. In the *Figaro* there is little advertising, but the English annuals are flooded by it. It is doubtful if we will see another such display as this until next year.

* * *

MR. JOHN BRISBEN WALKER and the

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Cosmopolitan managed to excite considerable ire among the advertisers this month by sending sight drafts on every customer he had. This summary method of collecting bills was of course hotly resented, and much ill-feeling seemed likely to result. The whole affair arose from a misunderstanding. I think Mr. Walker is like the rest of us, apt to lose his patience and say more than he means. In this case the cashier took him at his word and passed a draft on "everybody." Of course Mr. Walker meant "everybody overdue," but it shows how a man can make a bad break without half trying. A subordinate is justified in carrying out an order literally, but we all know that discretion is supposed to be used. The absence of it in this instance caused a trouble, which now that it is understood, fortunately left no ill effects. In the meantime the prayers of the congregation are requested for Mr. Spaulding.

* * *

HAVING a lot of confederate money in my pocket I went down to Philadelphia last week to spend it. The first call I made was on the only man sitting in an editorial chair to-day who is likely to succeed the late Dr. Holland. I congratulated him on the Beecher Memoirs he is printing which are so much superior to the Talmadge twaddle that the dear sisters are to be envied.

OLIVER FLOORWALKER.

FRESH FROM BOSTON.

Extract from a letter received by the Ivers & Pond Piano Co.

"Our piano is my husband's by his first wife, and I don't like it."

A popular typewriter—Callie Graff.

WE STRIVE TO PLEASE.

CHICAGO, Dec. 15, 1891.

ART IN ADVERTISING:

I was to have A PAGE, illustrated write-up, as promised by Nostrand. That was part of the advt. contract. I have carried out my part. You have failed. Will not pay Dec. advt. until you fulfill your contract.

Truly, W. D. BOYCE.

Well, if it's so nominated in the bond here goes:



MR. W. D. BOYCE.

Mr. W. D. Boyce is a great advertiser in many fields of advertising. For instance, he offered an esteemed contemporary $10,400 for space, on terms which he knew would be declined. Then there is a lot of dickering, and finally there is a dispute about Mr. Boyce's age. The family Bible is brought into play, and as readers are unfamiliar with this ancient publication, Mr. Boyce goes to the trouble of having a sketch made of a birth page and it duly appears. Then Boyce sues Geo. P. Rowell & Co. for $50,000 for false rating in *The American Newspaper Directory*. A number of guileless people, ourselves included, note the occurrence and $50,000 worth of free ad-

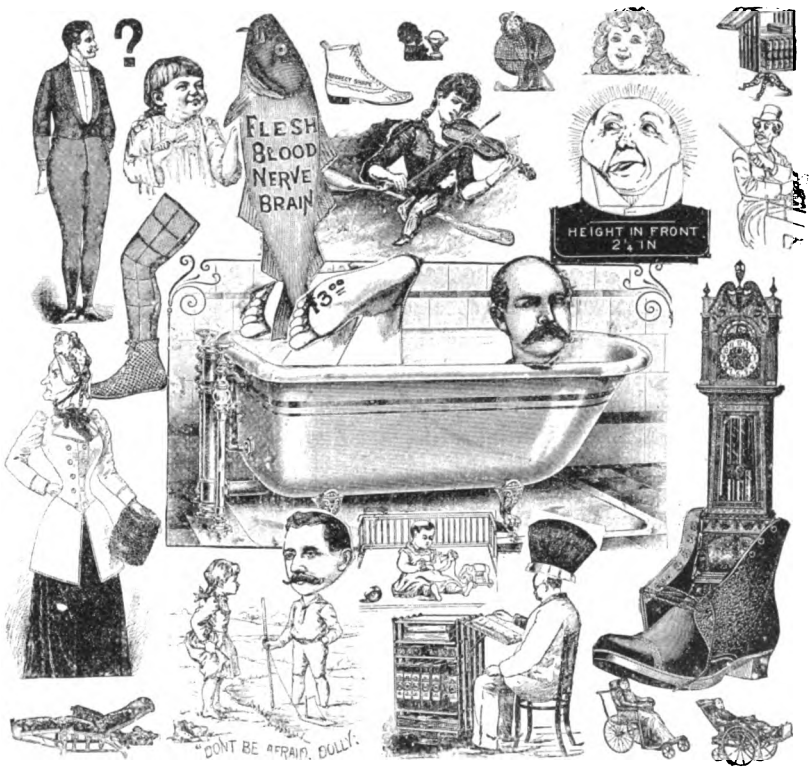
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Bir

Born to David and Margaret J. Boyce, June 16th, A. D. 1858, a son, William Dickson Boyce.

vertising is enjoyed by these worthies as a result. It is safe to conclude that Mr. Boyce is not half so unsophisticated as he looks.

A new building is going up for the home of the *Chicago Blade* and *Ledger*. Photographs of it will be duly sent down to the old farm to show what can be accomplished by energy and perseverence, and to stimulate further emigration to the Windy City. We congratulate the young man on his most successful career, and he has our best wishes for a future as great as the past, and greater. Considering that Mr. Boyce, who prospers greatly, has just raised his rates in the *Saturday Blade* and *Chicago Ledger*, we trust he will not withdraw his contract from this paper and see what another year will do for him.



A MIXED-UP AFFAIR, OR THE XMAS DREAM OF THE ADVERTISING MAN.

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AN AMERICAN ON ENGLISH ADVERTISING.

By H. P. Hubbard.

YOU ask me for my impressions of English and Continental advertisers. In ten weeks during the past summer, mostly in London under very favorable circumstances, I was brought into contact with some of the best. As a rule they are the slow but sure kind, and when once they get hold, hang on with bull-dog tenacity. Our prices per thousand of circulation being so much higher than the English paper it takes considerable courage to give a good sized order, as is necessary to cover this country. The English population is so condensed and easily reached, that our thousands of miles of extended territory appall them.

I was invited by one firm to "come and see us after McKinley's funeral, until then it will only waste your time and ours." I answered, the banns had been published for McKinley's wedding to the Buckeye State, and if Campbell did not interfere there would be a reception. Campbell did, but to no avail. But I wonder. The average American who thinks to storm the European advertiser in the same manner as here, will find himself greatly mistaken. There were two or three brilliant failures over there this season. A man cannot call, send in his card, and see the principal, neither can he attract attention by writing letters from a "tony" hotel and asking them to call on him. They look on him as a "jester," and, with a quiet, "good, isn't it" (no smile) drop it into convenient waste basket. The only way to reach them is by appointment, and then it must be strengthened by introductions. The appointment is as a rule from ten days to two weeks off—so that an impatient man or an average Yankee must wait or quit.

A young man or a man who looks young, though as wise as Socrates or Artemus Ward himself, practically has no standing in England, as the average Britisher does not trust "his boys" till they are forty, and the gray hairs begin to show.



ADV. FRUIT SALT.

The advertisers are as a rule very loyal to their agents, and, having confidence in them, "appropriate" a certain sum to be used according to their judgment. The service they get as a rule is most excellent, but the margin they pay above cost, would hardly give an American agent more than an occasional lunch and a few toothpicks. By the bye, I am credibly informed that a few New York agents are doing business on two and one half or three per cent. advance "to hold their customers." Cunning customers but foolish agents. Why do business at a loss to accommodate anybody. Better go out in the country and raise chickens. This is where these agents should be if their brains and services are not worth a fair compensation.

A bright fellow in London running a dairy store, paraphrases Brother Eastman's war cry as follows, in a sign over the door.

UNITED CREAMERY
COWS KEPT ON THE PREMISES
BRING YOUR PAIL AND WE'LL SQUEEZE THE TEAT WHILE YOU WAIT
THEN GIVE THE COW A REST

I chanced to meet Mr. Beecham and the Zoon (son) of Van Houten; both reported

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their American trade as remarkably good, and said a great deal was due, in their opinion, to the careful and judicious manner in which Mr. Morse had expended their appropriations. Speaking of Morse reminds me of a call on him last March. Frank Richardson had just preceded me and a strong wind was blowing through Beekman Street. Some genius was distributing circulars on the street in quantities, which the wind was whirling in eddies between the Potter Building and Temple Court high in the air. It looked like a snow squall, and I asked Brother Morse what he thought it was. He looked out for a moment and sententiously and humorously remarked, "known circulation."

Some few years ago a large number (over 90,000) of the twenty centime copper pieces of France were circulating in England, as "pennys," being the size of the English penny, when the English government issued an edict that after a certain time they should not be allowed to circulate. The ever fertile brain of Mr. Barrett conceived an idea and put it into immediate execution. Advertisements appeared, stating that Pears' would give thirteen English pennies for twelve of the French coins. Everybody took advantage of it, especially the 'bus and horse car lines, and in a short time 45,000 of the coins were stamped with a steel die PEARS' SOAP. They were then sent to France, and are now to be found there in circulation. As the "mutilation" was not done in France, the French government was of course powerless to punish the audacious advertiser. This and some special advertising done in the "places de convenience" in Paris during the Exposition, is all that Pears' people ever attempted in France, as Mr. Barrett says he cannot sell soap to anybody that does not understand the English language.

There are some bright Americans residing in London who have captured much money from advertising there, and on the continent; notably Mr. Fred Van Duser, of S. R. Van Duser & Son, with Mrs. Allen's Hair Restorer. Dr. B. T. Bedrotha, resident partner with our own and only Dr. R. V. Pierce. Mr. J. M. Richards, with a long line of American preparations. Mr. T. Y. Kelly, with Nubian Blacking, similar to the Acme, advertised so much by Wolff & Randolph of Philadelphia. Dr. Burrows, whose Vinolia soap and other preparations, are having a very large sale. He is invading America, and has placed a large line of business with Mr. J. Walter Thompson.

There are one or two new English advertisers on the carpet whose names at present shall not be mentioned. If all signs do not fail the American newspapers will not be losers by their coming.

Sapolio, Scott & Browne and others are doing good European business, but it took quite an investment to get started.

THE following advertisement appeared recently in the *New York Tribune:*

> YOUNG MAN, 24, living 100 miles from New York, coming to town to go in business in January, would accept from thoroughly good people board and room for his company and what service he could do them in payment outside of business; reference, J. W., Box 3, Tribune Office.

Whether the gentleman found any takers we should be pleased to know.

BAD LUCK.

"Are you superstitious?"

"No, not a bit."

"Neither am I, even though I was born on Friday."

"You don't say so! Why, I am almost converted."

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ADVERTISING FOR TRADE.

A Short Chapter on this Modern Business Ally.

The modern business man has been quick to realize the importance of advertising. Yet we can recall, not many years ago, either, when this subject was but little comprehended outside of the few large proprietary and other concerns whose advertising formed perhaps their most important investment, and when the average business man didn't care to patronize the printer beyond perhaps the publisher of his trade medium. Since then a change has come over the merchants' views in regard to this important commercial factor, and every item bearing light on this subject is eagerly scanned, and several papers are now regularly devoted to the interests of advertisers.

It is among the retail merchants, perhaps, that most of the interest has been excited, because it is in that field that returns are rapid, and if the advertising is properly handled more absolutely certain. The man who seeks local trade through his local newspaper and doesn't get it can be very nearly sure that his advertising department needs a thorough overhauling. There is no more reason why an advertisement shouldn't sell goods for you any more than there is that a salesman behind the counter should hand in his salesbook day after day with nothing to his credit, nothing to show that he was really a capable man. When an advertisement doesn't pay, order it out *at once*. We wish we could tell in just how many ways it may fail to be productive. Carelessness plays a more important figure than it should, errors in judgment as many more. Here is an illustration of each. A bright (?) young man thought to economize time by writing up his week's advertising in advance. His stock was all in, and he knew just what he wanted. So on Monday night he advertised Parasols ! Parasols ! Parasols ! for Tuesday, notwithstanding that rain was predicted. On Tuesday it rained harder than it had all season. On Wednesday he concluded it would rain all week, and arranged a big Mackintosh, Umbrella, Rubbers, etc., announcement, that he argued would make up for lost time. But again he miscalculated, and on Thursday the sun shone as it hadn't shone for a week. Everybody felt relieved to think that dry weather was here again at last, and the sight of that horrible reminder in the shape of Rubbers, Mackintoshes, etc., was very unfortunate, to say the least.

Another man enjoyed the leading millinery trade in the large city of Cleveland. It was carriage trade, and only the swellest of the swell were among his patrons. An energetic drummer chanced along, and managed to sell him a case full of hats at a ruinously low price, which the drummer argued, and rightly too, unfortunately for the merchant, was an excellent bargain ; they will make a great hit if advertised as "Servants' Hats," thought the merchant, and he straightway jumped into full-faced types.

GREAT BARGAINS,
SERVANTS' HATS,
25 CENTS ON THE DOLLAR,
GREAT OPPORTUNITY,

and all the rest of that venerable type so much in vogue.

What was the result ? At four o'clock only three carriages had rolled up. There had been no servants at all. The second day brought one carriage. The third day completed the ruin, and the merchant almost closed his doors. The explanation is simple enough. Servants out-of-doors don't care to be known as such, and for the time being are ladies. Ladies out-of-doors do not care to trade at the same counter where they are likely to meet their domestics, and so between these two stools the merchant came to the ground.

Therefore it can be seen that advertising is not only a matter of types, but a matter of rare judgment. Of course if a man lacks commonsense, there is no help for him : he will continue to be foolish in his advertising just the same as he is in other things. Most men, however, have an intuitive perception of what is the right thing to do and to say when addressing the public, and what amazes one more than anything else is why they don't say it. They are rational beings to talk with in the ordinary

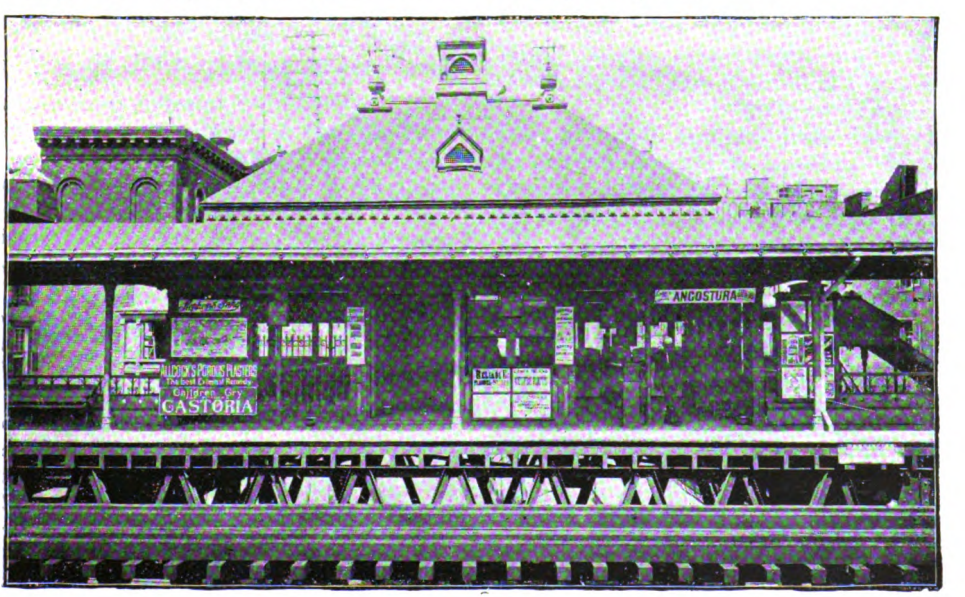
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course of business, but put a pen in their hands and ask them to write about their business, and ten chances to one they will commence to shriek :

Great Bargains ! Positive Bargains ! ! Unheard-of, Unprecedented Bargains ! ! ! and go on like gibbering idiots all the way down a whole column. Now one cannot wonder why some advertising is a total failure. That sort of ourang-outang style has long ago lost its significance. It is worse than useless. If that's all you can think of to say, don't say it. On the other hand, if one takes the trouble to write a painstaking composition and sets it in pica old style, it will readily get a hearing. Here is what we mean :

> The annual scare about sealskins is about over, and the probabilities are that the supply next year will be about the same as heretofore. There will be a great deal of talk about scarcity of skin.

A frequent, in fact, daily change of matter is of the utmost importance, but what is even more so is an absolute truthful statement in every instance. Don't under any circumstances give a customer a wrong impression. Don't claim that you have an exceptional "drive" or "bargain" unless you really have ; and even then don't have a "bargain sale." One's heart bleeds for that poor phrase, and its great age entitles it to clemency, if nothing else. Almost any other expression is an improvement. See that no statement is made that cannot be faithfully carried out. Rather understate your resources than overstate. Give the customer even more than you promise. Bear in mind the impression produced on yourself when you experience a case where you got more than you expected. That is the way to build up trade. The man who caters to a miscellaneous constituency, where every family is a possible customer, can safely devote his nights and days to a study of the problem of how to give the most for the least money. That is the secret of mercantile success—not how little, but how much. In the tone of your advertisements is reflected the character of your establishment. Let every word that is uttered over your signature be a statement that you are willing to stand by at any time.



ADVERTISING BAZAR ALSO USED AS AN ELEVATED R. R. STATION.

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THE BUSINESS SITUATION REVIEWED.

THE OUTLOOK FOR '92.

Dear Sir:

1.—Will you kindly express for publication your views on the prospects for business during the year about to commence?

2.—Also the probable effect of the World's Fair on the general commerce of the United States?

3.—Will the Presidential contest disturb the manufacturers?

Yours truly,

ART IN ADVERTISING CO.

Many replies have been received from the above letter, the general tenor of which is strongly in favor of a good year, notwithstanding the fact that a Presidential year is usually a poor business year. Much of the preliminary work attached to the World's Fair will be an accomplished fact by the time the year closes, and the general consensus of opinion seems to be that the whole country, and not Chicago alone, will derive benefit therefrom. The year just closed has on the whole been an unsatisfactory one to advertisers, and many of the leading houses deplore their meagre returns. Yet the outlook is promising, and there is every reason to hope for a year of prosperity. We regret that a lack of space compels us to present only a few of the letters received.

Replying categorically to our question, Mr. Bernhard Gillam, of *Judge*, whose connection with leading business men and politicians gives him a clear view of the situation, says:

Dear Sir: In answer to your question, allow me to express my views:

1.—Money plenty and more food than can be handled. Additional enterprise necessary to take care of the abundance. No panic, no apprehension, and a general state of health. Prospects were never better.

2.—There could not be an exhibition so poor as to do harm. The benefit will come, adding to the magnitude of the exhibition, and it will inevitably be large.

3.—Not to any great extent. The McKinley law is fixed and unalterable with a Republican President and Senate, and there can be at least no change in the tariff until late in 1893. It is doubtful if there will be a radical change then, whether the Democrats win or lose. Gov. Hill's proposition to repeal the McKinley law is inoperative except as it works to his disadvantage and that of his party. The business world wants nothing so much as a settled value, whether it be wholly right or partially wrong.

BERNHARD GILLAM.

Mr. Carter H. Harrison, editor of the Chicago *Times*, and a man of exceptional advantages in questions of this kind, writes:

CHICAGO, Dec. 16, 1891.

All signs fail in dry weather, and prognostications about Christmas time naturally assume roseate hues. But I will dare forecasting for the next year. Western townspeople are gloomy. Their places have all been over-boomed, but the plow after all is the basis of prosperity. It has been during this year turning up fat glebes. He will be able to pay off his interest and sink some part of the principal of his debt. He will want store clothes and good things from the grocers. The tide is all running his way. He will be grateful, and his gratitude will build up the small towns, and they will cause increase of business throughout the entire land. The World's Fair will necessarily cause a large circulation of the people, and while they circulate the contents of their pockets will also circulate. Movement brings life and growth. The more the people move about among each other the

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greater commerce becomes. Stay-at-homes hoard; hoarding even of great wealth does no good to the masses. Scattering a small part of it gives health and prosperity. The people moving among themselves and scattering their necessary expenses, have the same effect upon the great aggregation of men that freely circulating blood has upon the living body. It causes the tissues to grow and builds up life. The World's Fair will set America on the move, and when it moves prosperity will be great and commerce enlarged.

CARTER H. HARRISON,
Editor Chicago *Times*.

On the other side of the fence, politically, is Mr. G. K. Harroun, the well known controller of the New York *Mail and Express*:

The prospects for business, he writes, are excellent. The World's Fair means a great growth for the general commerce of the United States, and the Presidential contest will disturb the manufacturers to their advantage.

Mr. Fred. W. Gardner, of the Michigan Stove Co., Chicago, writes:

General business will be better in 1892 than it has been in '91. We are perfectly satisfied with our returns from advertising as compared with previous years, and as our business increases our advertising appropriation will certainly be increased in proportion.

In a general way, we should say that a Presidential year was worse for business than ordinary years.

FREDERIC W. GARDNER.

Vickery & Hill, the well known publishers, write:

From our observation in different parts of the country, condition of our own business, and careful and extensive reading, both of news and statistics, we have formed the opinion that 1892 is to be an exceedingly prosperous year for this country.

The alarming condition of food supplies of Europe, the opening up of foreign markets by reciprocity, and the annihilation of the barriers which have existed against American meat, are giving us a foreign market which, large as is our production, we can hardly supply. This is bringing money in large quantities from other countries to this, which is slowly reaching the farmers and producers, and slowly putting into the channels of trade a more than unusual amount of money.

In regard to the probable effect of the World's Fair on the commerce of the United States, it cannot but be stimulative. The display will greatly tend to the advertising and sale of American goods, so that both interstate and foreign commerce will undoubtedly be largely increased.

VICKERY & HILL.

ART IN ADVERTISING CO.,
New York, N. Y.

Gentlemen: Referring to your circular letter of the 8th, we are pleased to state that in our opinion indications point to a very prosperous 1892. We have no reason to be dissatisfied with our returns for advertising the past year. Our appropriation for the coming season will probably be about the same as during 1891. *Generally* speaking we think Presidential years are somewhat off in a business sense.

One thing we desire particularly to congratulate you on, and that is the great help your publication, and the ideas it disseminates, have been to advertisers in general.

Wishing you success for the ensuing year, we are,
Very truly yours, E. C. STEARNS & CO.

Mr. Miller gives the following as his opinion:

I give it up. We shall be on ART IN ADVERTISING subscription list for 1892. We are sure of that anyhow.

FRANK R. MILLER,
for Bowker Fertilizer Co.

That other enterprising publisher of Maine, Mr. W. H. Gannett, of Gannett & Morse Concern, takes an equally sanguine view of the outlook, which is based largely on his own personal experience and preparations for the increased business which he is certain awaits him. When a man provides for his own share we may assume that he has good grounds for believing in the certainty of better business.

In fact, all the publishers take the same view. *The Ladies' World*, Potter & Potter, and Richard K. Fox, all write in the same strain. Mr. Fox is of the opinion, however,

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that a Presidential year in which the tariff figures has a tendency to unsettle some manufacturing interests.

E. C. Stearns & Co., the large hardware manufacturers of Syracuse, report an encouraging outlook and are one of the firms who have no reason to be dissatisfied with their returns on advertising, in which they are joined by The Crandall Typewriter Company, and the Allston Co., proprietors of Peptonix. A. Bridgeman Co. do not find this year's returns satisfactory, but like little men are going to spend more money next year than ever. Their address is 373 Broadway, New York. Go for them, boys.

It is a pity that we cannot close this pean of hopefulness without a discordant note. But we can't; so here goes:

Yours addressed to the Akron *Telegram*, asking for views in relation to the business situation or view of the outlook for 1892, is at hand. As the *Telegram* died more than two years ago, you must kindly excuse me from responding as to the views of the corpse. It never had many views when alive, and probably has none at all in its present state of annihilation.

Yours truly,

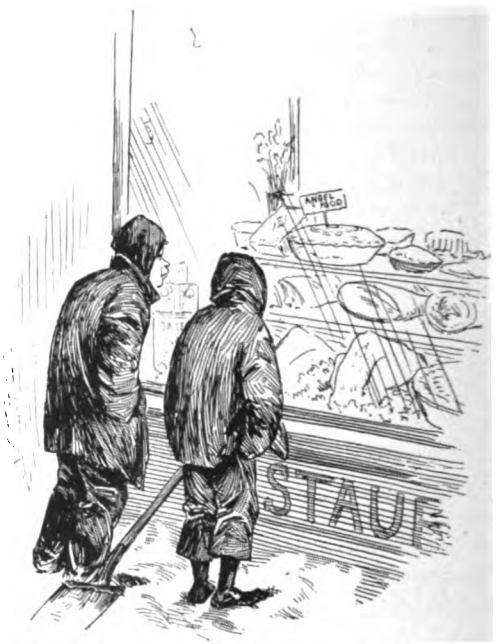
THE AKRON PRINTING PUB. CO.

ADVERTISING EXTRAORDINARY.

"WE have a shoemaker in our town," says a Quebec man, "whose business in selling overshoes had been almost ruined by a hustling rubber house, and who this winter, to get even, had a great opening sale, at which he gave to every purchaser of shoes a pair of rubber overshoes, upon the soles of which was his advertisement reversed, so that at every step the wearers take through the snow they leave his advertisement neatly printed in their tracks. The effect was magical and powerful. You can scarcely look at the snow any place in Quebec without seeing footprints with this man's name glaring boldly from them."—*Rochester Union.*

IS THIS A SUBSTITUTION EVIL?

Offering a cushion tire safety to prevent that tired feeling.



"Don't ye wisht ye was inside, Mickey?"
"Nav—I wisht they wuz inside."

Dimes Not Nickels.

You offer a boy a dime or a nickel, he takes the dime; there is more money in it.

When you are advertising, you select the paper you think will bring you the most money.

For New England select the Boston Herald. It is the best.

For Rates inquire of us.
For Results inquire of advertisers.

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WHEN IN DOUBT

USE SCRIBNER'S

[From the New York Tribune, Thursday, Dec. 17, 1891.]

The New York *Ledger* is now reaching the end of the forty-seventh year of its existence, and it long ago won the warm regard and high admiration of thousands of families. It has steadily grown in literary merit, and has among its contributors many artists and authors of fame. Robert Bonner's Sons, with offices at William and Spruce Streets, are the publishers. Robert Bonner is as well known as the owner of Maud S., Sunol and other famous trotters, as he is as the founder of the *Ledger*. Among the announcements for the coming year are: "Siberian Exiles," by Col. T. W. Knox; a new novel by Mrs. Amelia E. Barr; short stories by Harriet Prescott Spofford, Maurice Thompson and Julian Hawthorne; articles on Alaskan exploration, by Frederick Schwatka, who is at the head of the party sent by the *Ledger*, and articles of especial interest to women. The new year will therefore be a notable one for the *Ledger*.

MUCH BETTER THAN PROMISED!



The Agricultural Monthly of Largest Circulation West of the Alleghenies.

When the present management took charge, they guaranteed 70,000 circulation per month. The actual figures since have been;

May, - 81,460	**September, 72,900**
June, - 88,500	**October, - 77,000**
July, - 71,000	**November, 81,000**
August, 72,800	**December, 79,460**
TOTAL, 624,120	**AVERAGE, 78,016**

Special inducements on large spaces on cover pages.

L. S. STONE, 23 Park Row, N. Y., Eastern Agent.

A large slice of Your Appropriation for 1892 should be placed in Chicago; $1,000,000 a month, for the next 17 months, will be expended on World's Fair Construction.

GUNNING'S

WORLD'S FAIR BULLETIN BOARDS

HAVE OVER

A MILLION READERS A DAY

And are the best and cheapest means of reaching

ALL CHICAGO.

THE R. J. GUNNING CO.,
Advertising Sign Contractors,
297 Dearborn St., Chicago

3,000 Wall-sign spaces under lease in Chicago alone.

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Vicks Magazine does this.

AFFIDAVIT OF MAILING CLERK.

ROCHESTER, N. Y. November 189 1

I Certify under oath, that on behalf of THE VICK PUBLISHING CO. I have had wrapped and mailed in the Post Office of this city 199.325 copies of VICK'S MAGAZINE for November 189 1 These have all been sent in single wrappers and clubs

#3

M. E. Brueh
Chief Mailing Clerk, The Vick Publishing Co

Subscribed and sworn to before me this 11th day of December 1891.

Wm. J. Parker
Notary Public.

200,000
Average
Monthly
Guaranteed.

NEARLY
TWELVE
TONS.

Post Office, Rochester, N.Y.
Dec 11. 1891

Received of Vick Publishing Company
Two Hundred & thirty eight Dollars
Newspapers & Periodical Postage on 23800 pounds
of the Vicks monthly for November 1891

$238.00 #4

L. A. Reynolds, P. M.

ENDORSEMENT OF PROMINENT ADVERTISING MEN.

We, the undersigned, have examined the original affidavits and Postage Receipts shown above, and are satisfied as to the truth of the facts stated therein.

GUARANTEED AND PROVED CIRCULATION IS WORTH DOUBLE PRICE

#6

Dec 12 1891.

Tyman D. Allerton
A. Frank Richardson
Horace Dumaresq
Langmuir Randall

This Photo-Engraving is from the original documents.

Galvanotype Eng Co
80 Beekman St. Photo-Engraver.

VICK'S MAGAZINE
for November 189 1 is
composed of 16 pages and cover
8/8 copies weigh one lbs
The postage paid is at the rate of
one cent per pound
Therefore, at 8/8 per pound,
there were mailed 199325
copies of the November
number of VICK'S MAGAZINE.

We Guaranteed and have Proved it.

H. C. Hubbard
Manager Adv. Dept.

Dec. 12/91

☞ We guarantee our circulation.
☞ We prove it incontestibly.
☞ Leading advertising men endorse it absolutely. What more can you ask?
☞ Advertising rates reasonable.
Send all orders to New York Office
38 Times Building.

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ART IN ADVERTISING

COME NOW.

— ADVERTISE IN —

Judge Get your contract in for the presidential year—when *Judge* circulation is such as to make space doubly valuable.

WILLET F. COOK, *Advertising Manager.* 110 FIFTH AVE., NEW YORK.

WE WANT

a man of taste, young, energetic and good trader, with artistic and practical ideas on labels and other printed matter, and with experience in purchasing same; good chance for a young man to grow up in large, Western food product manufacturing concern. State age, experience and salary expected.

Address "CHICAGO,"
care of ART IN ADVERTISING,
NEW YORK.

Do you?

If you don't,

"Turn over a new leaf"

At once, and

Advertise in KATE FIELD'S WASHINGTON.

GOLDTHWAITE'S

Geographical Magazine

CIRCULATION UNIVERSAL.

The Best Medium in the World for General Advertising.

FRANK LESLIE'S ILLUSTRATED WEEKLY.

WILLIAM L. MILLER, *M'g'r Advertising Department.* 110 Fifth Ave., New York.

A GENTLEMAN of character, ability and experience in advertising management would devote part of his time to a business house needing such service; an arrangement whereby a great saving and better results could be obtained. Refers by permission to some of the best known advertisers, address, "EXPERIENCE,"
care of ART IN ADVERTISING.

Dodd's Advertising Agency, 265 Washington Street, Boston.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

A SUCCESSFUL SOLICITOR

of experience, energy and ability would push in New York and vicinity an advertising medium of reputation and genuine circulation.

Address,

"GOOD MEDIUM,"

care of ART IN ADVERTISING, N. Y.

ART IN ADVERTISING

ADVERTISING SCHEDULE.

Last page,	per year,	-	$810.00
Second "	"	- -	810.00
Inside "	"	-	540.00
" " (half)	"	- -	270.00
" " (quarter)	"	- -	135.00
Last " per month,		- -	75.00
Second " "		-	75.00
Inside " "		- -	50.00
" " (half) per month,		-	25.00
" " (quarter) "		- -	12.50

Applications for space should be addressed to the

ART IN ADVERTISING CO.,

80 Fifth Avenue, New York.

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The Milwaukee "EVENING WISCONSIN" has no competitor. It is the family paper of all the best people in the city. In appearance, in influence, and in circulation, it excels all the other daily papers of the state.

NEW YORK,
BRANCH OFFICE, 10 SPRUCE STREET,
CHAS. H. EDDY, MGR.

To secure the benefit of present rates,
Orders must be received previous to March 1, 1892.

PRESENT ADVERTISING RATES ARE

$2.00 per Agate Line, each Insertion.

A discount of 10 per cent. is made on advertisements published continuously for three, 20 per cent. for six, and 30 per cent. for twelve months.

or, 10 per cent. discount on 50 lines to be used in one year.
20 " " 100 " " " "
30 " " 500 " " " "

Either Space or Time Discount may be used, but only one rate of discount can be applied to one order. Yearly orders must state the smallest amount of space to be used within the year.

There are two reasons
For this advance:

Our circulation for the coming year will average **300,000** copies per month, and we believe it will be even greater than this. We shall devote only a moderate amount of space to advertisements, arranging each ad. in a prominent position.

Rates to take effect March 1st will be announced by circular.

THE MAYFLOWER,
(Published monthly)
FLORAL PARK, N. Y.

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Kansas City is a great, growing, galumptious and unretreating metropolis.—
New York Sun, recent date.

Its Character

HAS MADE

THE KANSAS CITY STAR

A SUCCESS

Is now the only evening paper published in Kansas City—
an emphatic confirmation of the old maxim—
"*Survival of the Fittest.*"

Its facilities for news-gathering have precluded all possibility of competition.

No newspaper in Kansas City or the Southwest pretends to rival the circulation of the STAR, it having a larger circulation than any newspaper published between Chicago and San Francisco.

THE CENTER OF POPULATION OF THE UNITED STATES
is moving westward.

Kansas has over 2,500,000 population.
Missouri has over 3,500,000 population.

In the very center of this populous and prosperous community lies

KANSAS CITY,

with its 300,000 population and 18 railroads.

The STAR thoroughly covers this section.

Occasionally you hear wonder expressed at the phenomenal circulation of the KANSAS CITY STAR. The explanation is that it is one of the best edited papers in the west; it deserves every one of its subscribers.—*Atchison Globe.*

Daily Average Circulation, - 48,125
Weekly Circulation, - - 80,000

GEO. E. RANDALL, EASTERN MGR.,

Room 71, Tribune Bldg., New York.

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THE END OF—

ADVERTISING

—the chief end, that is, is to make buyers of readers. The steps are: attract; interest; create the desire for.

This requires, in the preparation of advertisements, time, and a knowledge of several things besides type-faces.

Successful advertisements should be written from the outside; from the buyer's point of view. In the nature of the case, this the advertiser is unable to do.

If this were not our own advertisement it would be written better; as it is, we have to do the best we can.

Too little attention is given to the characterization of advertisements. Characteristic advertisements are plentiful enough, but the proper in-being is too frequently lacking.

Distinctiveness is important, too, of the right sort. It is akin to character, but not the same, exactly.

The advertisements of competitors are too much alike. The greatest difference is often in the space used.

The architecture of advertisements is our business. The advertiser, of course, supplies the material; upon its quantity and quality depends the structure. We don't attempt the impossible.

We watch the builder, too — the printer — to see that our plans are followed.

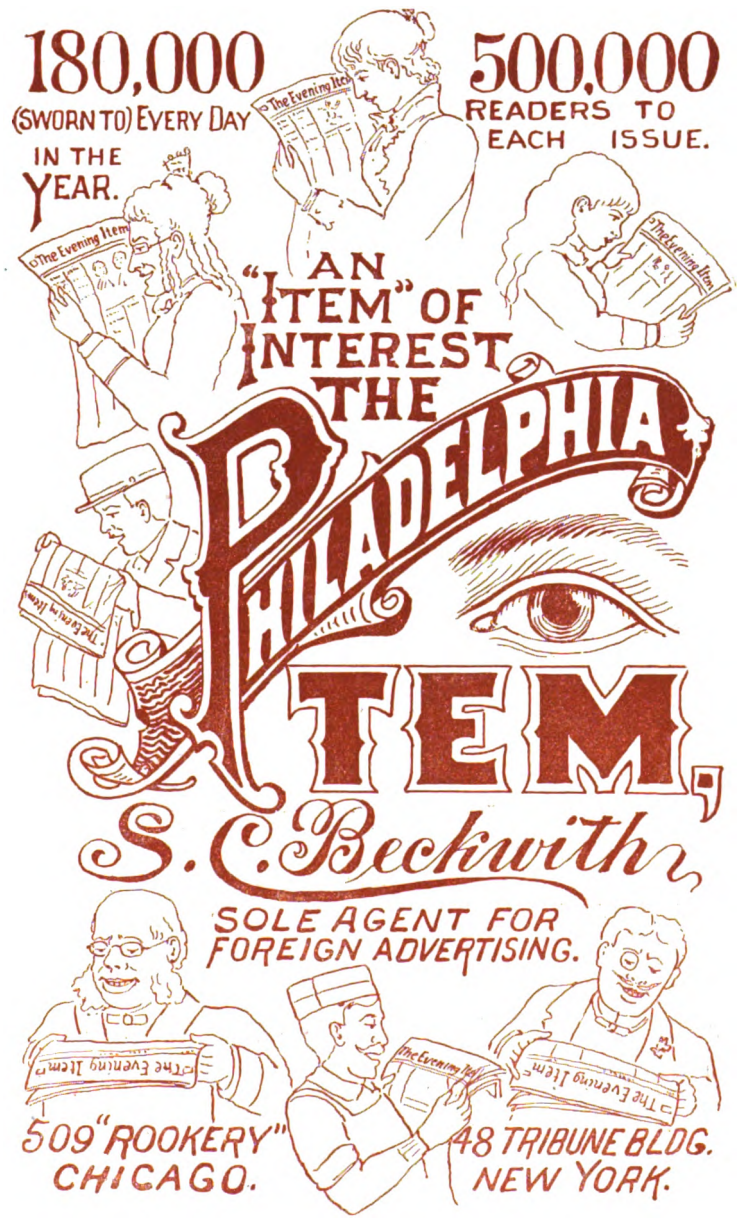
Naturally we charge for the "know how," but not more than it is worth. We may be able to suit you; we should like to try.

THE ROBINSON-BAKER ADVERTISING BUREAU,

1 West 25th Street, New York.

JAMES A. ROBINSON. E. A. BAKER.

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1872 — TO — 1892

20 YEARS A BOOMER.

WHEN YOU WANT TO "BOOM UP,"
SIGN UP,
POST UP,
ADVERTISE ANY CITY OR TOWN,
Send for me.

C. S. HOUGHTALING,

Artist and Expert

In Advertising

NATIONAL CONTRACTOR OF

BULLETIN, WALL,
BARN AND FENCE SIGNS,
PAINTED ANYWHERE, EVERYWHERE.

I Do the Business - Paint All Advertising Signs for
HOOD'S SARSAPARILLA,
BLACKWELL'S DURHAM TOBACCO,
KIRK'S CHICAGO SOAPS,
PRICE'S BAKING POWDER,
And for 1000 other Prominent Advertisers to whom
I respectfully refer, as to Our Reliable
AND HONEST SERVICE.

THE NATIONAL ADVERTISING SERVICE,

C. S. HOUGHTALING, Contractor,

74-76 Madison St., CHICAGO.

3 Park Place, NEW YORK.

THE CAXTON PRESS

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VOL IV. FEBRUARY. NO. 6.

ART IN ADVERTISING

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PHILADELPHIA ITEM.

THE STORY OF THE YEAR 1891.

A SPLENDID SHOWING.

Remarkable growth of THE ITEM Daily, Sunday and Weekly. THE ITEM now has Five (5) Magnificent Hoe Quadruple Presses—the largest "Plant" in America. THE ITEM also owns and runs Thirty-three (33) Wholesale Rapid Delivery Wagons—the only paper in Philadelphia that does so. Two separate buildings are necessary to do our work—THE ITEM main building, 28 S. Seventh Street and THE ITEM Annex, 711 Jayne Street.

	JANUARY	FEBR'RY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
1	174,580	*176,400	*178,900	182,600	178,680	180,070	180,280	184,690	189,600	182,090	*184,200	184,600
2	174,230	175,300	178,060	183,200	179,100	179,380	179,800	*183,180	180,960	182,300	190,600	185,360
3	175,100	174,600	177,800	183,780	*180,460	180,000	180,940	181,960	180,860	182,700	213,900	185,220
—	† 43,168	† 43,206	† 43,218	† 43,209	† 43,220	† 43,238	† 42,960	† 43,300	† 43,420	† 43,468	† 43,495	† 43,502
4	*176,040	175,080	178,720	183,900	177,600	180,160	No paper	181,200	181,030	*182,950	263,680	185,500
5	174,200	175,260	179,200	*180,060	177,580	180,300	*183,720	180,680	181,200	181,600	194,200	186,480
6	173,800	176,600	180,580	178,400	177,900	180,600	182,060	181,094	*182,520	180,840	189,940	*187,680
7	174,050	176,900	183,900	177,800	178,320	*180,020	181,500	181,200	181,600	180,900	191,500	185,200
8	174,580	*178,980	*180,260	178,380	178,800	180,080	181,300	181,009	180,960	181,200	*186,960	185,200
9	175,200	177,200	179,600	178,500	180,060	179,300	180,980	*182,960	180,630	181,620	183,200	185,900
10	175,900	176,900	183,400	178,400	*181,620	180,400	181,560	180,600	180,800	182,400	183,900	186,560
—	† 43,240	† 43,253	† 43,250	† 43,258	† 43,361	† 43,360	† 42,990	† 43,330	† 43,416	† 43,456	† 43,492	† 43,509
11	*176,400	177,060	186,840	179,630	178,200	180,300	181,200	180,080	181,000	*183,600	181,260	186,500
12	175,280	177,300	186,300	*181,120	177,800	180,800	*183,200	182,200	181,780	182,080	184,600	186,960
13	175,800	177,200	187,900	176,460	178,460	180,960	181,840	180,300	*182,400	181,100	184,080	*190,200
14	196,980	178,040	189,600	175,300	178,600	*182,860	180,600	180,660	181,089	181,200	185,000	185,200
15	225,600	*178,800	*196,400	175,809	178,900	180,000	180,900	180,300	181,500	181,660	*185,800	184,680
16	180,520	178,620	210,300	176,280	180,800	179,460	181,060	*182,600	180,360	181,900	184,000	184,860
17	180,060	192,080	209,500	176,900	*183,940	209,940	181,200	180,960	180,900	182,800	183,860	185,300
—	† 43,373	† 43,384	† 43,394	† 43,402	† 43,408	† 43,426	† 43,140	† 43,369	† 43,428	† 43,473	† 43,520	† 43,526
18	*176,620	186,900	217,300	178,880	180,200	185,200	180,800	180,540	181,090	*182,200	184,200	185,430
19	175,800	179,600	218,300	*180,560	179,460	182,000	*185,180	180,700	181,040	182,600	184,800	185,860
20	175,080	178,090	229,000	177,080	180,080	180,630	181,900	181,200	*182,560	181,980	184,920	*189,660
21	175,600	177,540	237,600	176,500	180,300	*184,600	180,860	180,500	181,000	182,300	185,360	186,260
22	175,860	*217,540	*184,260	177,230	180,800	180,060	180,600	180,380	180,300	182,800	*186,070	185,360
23	176,080	176,300	185,700	177,900	180,880	178,920	181,080	*182,320	180,900	182,600	185,080	185,980
24	176,900	175,900	184,300	178,040	*180,260	179,080	180,640	180,800	181,200	183,060	184,260	186,200
—	† 43,439	† 43,441	† 43,458	† 43,463	† 43,472	† 43,485	† 43,320	† 43,402	† 43,460	† 43,489	† 43,608	† 44,065
25	*176,700	176,266	184,680	179,500	180,080	180,060	180,200	180,280	204,080	*186,900	185,300	No paper
26	175,900	176,500	185,040	*180,240	179,100	180,300	*185,060	180,700	209,600	193,000	184,080	187,840
27	175,460	177,080	185,200	178,200	180,030	180,170	181,600	180,960	*186,970	194,300	185,600	*187,980
28	175,800	177,940	186,300	177,860	180,260	*184,260	180,460	181,080	182,060	194,100	186,050	187,800
29	175,640		*182,940	178,000	180,500	181,200	180,300	180,900	181,940	197,200	*186,200	187,140
30	175,900		186,600	178,200	180,980	180,600	181,400	*182,380	181,600	196,300	185,200	185,300
31	176,880		182,060		*180,600		180,900	181,200		198,800		185,160
			† 43,480		† 43,501			† 43,406				† 44,108
	5,695,770	5,196,163	6,133,380	5,358,132	5,787,852	5,625,518	5,614,530	5,752 257	5,818,254	5,905,277	5,854,815	5,813,268

*Sunday. †Weekly.

Total of all issues for year	**68,565,216**
Total of 311 week-day issues	**56,756,685**
Daily average of year	**182,497**
Total Sunday Circulation	**9,550,980**
Average Sunday circulation	**183,673**
Total weekly circulation	**2,257,571**
Average weekly circulation	**43,415**

City of Philadelphia, s.s.:

Personally appeared before me, the subscriber, John F. Pole, Magistrate of Court No. 10, of the said city, HARRINGTON FITZGERALD, who, being duly sworn according to law, doth depose and say: That he is Manager of THE PHILADELPHIA ITEM; that to the best of his knowledge and belief the above table correctly shows the circulation of THE ITEM from January 1st, 1891, to December 31st, 1891, inclusive, and further deponent saith not.

HARRINGTON FITZGERALD.

Sworn and subscribed before me this 22d day of January, A.D. 1892.

JOHN F. POLE,
Magistrate of Court No. 10.

S. C. BECKWITH,

Sole Agent for Advertising,

509 "THE ROOKERY," CHICAGO. 48 TRIBUNE BUILDING, NEW YORK

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ART IN ADVERTISING

AN ILLUSTRATED MONTHLY FOR BUSINESS MEN.

Entered at the Post Office at New York as second-class matter.

VOL. IV. FEBRUARY, 1892. No. 6.

Published by THE ART IN ADVERTISING CO.,
80 FIFTH AVENUE, NEW YORK.
H. C. Brown, President.
Russell Doubleday, Business Manager.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

OUR CREED.

There is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to react at a loss. The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number.

END OF THE SECOND YEAR.

THE second year of publication of this paper is finished. The March number, which will begin the third year, will have some interesting features. Among others will be a new cover drawn by Mr. George Wharton Edwards. This design will be used regularly.

We have published twenty or more cover designs—we shall now try to identify the paper with one striking cover.

We have made some advances during the year just ended; the legitimate paid circulation has more than doubled. The advertising, which shows pretty well what a paper is worth, has nearly doubled, and the number of pages printed in 1891 is 330 against 260 in 1890.

A description of the plan which won the $100.00 prize will be given at some length and the plan itself put into actual operation in the April issue. Much labor is being expended to make it a success.

Not to particularize, we may say that ART IN ADVERTISING will go on building up its position by all legitimate means.

The numbers published in the past twelve months are ready, in a bound volume, price, $2.00; binder, alone, 60 cents. Back numbers can be supplied, 25 cents each.

EDUCATION A FACTOR IN SUCCESS.

IT is so common nowadays to read in the obituary of a successful man that he possessed only a limited education, that we are apt to under estimate the value of a trained intellect in the struggle for success. And it is quite the thing for a large element to decry the collegiate, and to sneer at his attainments; too many men are brought up to consider the acquisition of the almighty dollar as the one sole purpose fit for consideration in the mind of an intelligent person. The money spent in education is wasted, and the time criminally thrown away. The trouble with these persons is that as soon as they acquire a competence, their first purpose is to give their sons the education they were denied. "I'll give him a decent start anyhow," reasons pater familias, "he won't

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have to hustle as I have ever since I was knee high to a grasshopper." And yet outside of their own domestic circle their advice to young men everywhere is to get out and commence the scramble for position at the earliest possible moment.

It is doubtless true, that in a majority of cases success is attained by the boy from the public school, but that is simply because the boy from the public school outnumbers the boy from college a hundred to one. And in nine cases out of ten, the boy from the public school has continued his search for knowledge, and has done all he could to make the most of the few moments that could be snatched from his daily duty.

In the office of the New York Central Rail Road is a boy who has managed to read most of the standard works on History, Biography, and the classics, on his daily ride to and from the office. That boy is at present buried in the freight auditor's department, but some day Mr. Depew, himself a Yale man, will want a young man who has a finer brain than the others, and that boy will be found out. Perhaps the Central will never need him, but some day he will contribute an article that will show how thorough his researches have been, and he will find the position awaiting him. He is already beyond the competition of his fellow clerks.

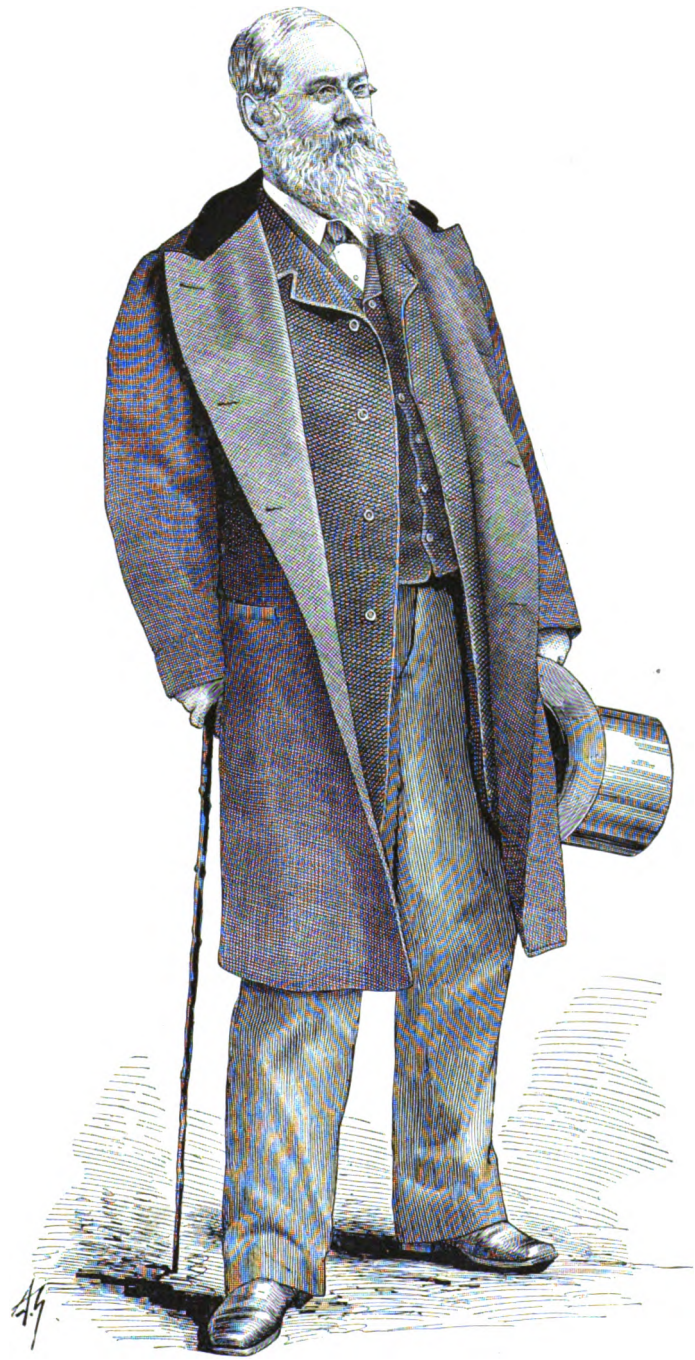
Perhaps the most scholary papers in New York are the *The Evening Post, The Tribune* and *The Sun*. In point of those qualities which appeal to the average man of intelligence, probably the *Sun* has no equal. If it were not for the prominence vice secures in its pages, doubtless it would be the most remarkable daily paper this country has ever seen. The *Post* shows in every line the presence of men of education and culture. The poet Bryant was for a long time its editor, and to-day Horace White and E. L. Godkin are the moving spirits—both men of high education. In the *Tribune* office college graduates largely predominate, and in the *Sun* the college man is the rule and not the exception. In the offices of the great financial institutions college men are largely in the majority. Mr. Brayton Ives, a college man, was called upon to succeed Conrad Jordon, a a public school boy, in the Presidency of the Western National Bank. J. Pierpont Morgan, whose eminent position has been won despite the heavy handicap of a famous and wealthy father, is a college man. J. W. Alexander, the Vice-President of the great Equitable Life Assurance Society, in his early days wore the orange and black of Princeton, and the business of the Farmers' Loan & Trust Co., is managed by collegiates.

We do not say that the young man of common school education is at a disadvantage, or is in any way inferior. We merely wish to make it clear that a well trained mind is just as good a thing to have as a well trained body; that it prepares a man for a position that could not be held otherwise, and that in the keen competition of modern business life the young man with the education has a decided advantage.

All things are possible to the right man. It is astonishing how many moments are wasted even by the most diligent. If you were forced to leave school early, take advantage of every opportunity for self improvement; deny yourself a little pleasure occasionally, cultivate a taste for good books, and read the modern writers. Constant dropping of water wears away stone, and at the end of a year a great deal can be accomplished.

And how fast a year flies anyhow!

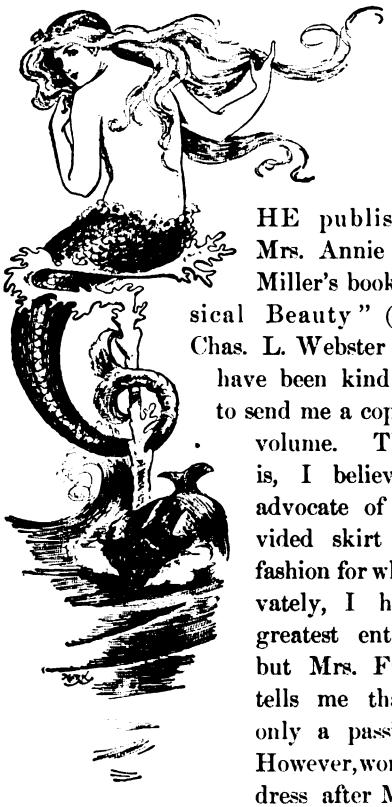
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CHARLES A. DANA.

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RANDOM NOTES



THE publishers of Mrs. Annie Jenness Miller's book, "Physical Beauty" (Messrs. Chas. L. Webster & Co.), have been kind enough to send me a copy of the volume. The lady is, I believe, chief advocate of the divided skirt idea, a fashion for which, privately, I have the greatest enthusiasm, but Mrs. Fulkerson tells me that it is only a passing fad. However, women who dress after Mrs. Miller's style look wonderfully graceful. If this book is interesting to a man, what must it be to a woman? It tells her first, how to be pretty and charming, how to work her arms and body for exercise, what to eat, what to wear for health and appearance and all that sort of thing. The illustrations are most attractive, and we have borrowed one for the heading of this note.

***

IF I feel flattered to receive Mrs. Miller's book, with her own charming picture, I cannot say that I take it as a favorable sign that the same publishers should send a copy of "The Flowing Bowl—What and When to Drink," by a man who calls himself "The Only William," and looks, and is, I take it, a bar-tender. He tells how to make 519 mixed drinks. My copy will be sent with pleasure to anyone who wants it—remit 14 cents for postage. Mr. Hall, the managing partner of Messrs. Webster, is so bright and able a young man that I regret to see his firm's imprint on a book like this.

***

IT is strange, but true, as the moralists say, that an advertiser will spend money in pushing his business and leave out the most important thing many times. I took up a recent magazine a few days ago, and my eye rested upon two advertisements—one had an expensive advertisement of a hotel with a common name, and no address was given. Another read thus:

It is an acknowledged fact that such real estate as the Northern Investment Co. increases in value rapidly.

Where does the Northern Investment Co. do business, anyhow, and how can it make money from such an advertisement?

***

MR. GEORGE DU MAURIER, I see, is no longer to draw for *Punch*, but to go on the lecture-platform and do more writing. While it is not so stated, there is not much doubt that his withdrawal from *Punch* is the result of his failing sight, it having been next to impossible for him to draw for many months past. As *Punch* invariably engraves its

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MR. GEORGE DU MAURIER.

illustrations on wood, never by photographing, Mr. Du Maurier's shortcomings have been somewhat overcome by the wood-cutters. His novel, "Peter Ibbertson," has had a great success in England, though I have heard little of it in this country.

***

AMONG the various articles which were submitted for our $50 prize competition, was one by W. A. Babbit, of Burlington, Vt., on the interesting topic, "Advertising for Butchers." By the author's permission, I extract a few paragraphs. Referring to the difficulty of setting forth the attractions of the butchers' calling, he says:

Every thoughtful butcher sees the double difficulty of advertising his business: (1) his stock is practically the same the year round and consists mainly of a very small number of staple meats, and (2) everybody knows just what he and all other butchers have on sale. For the butcher there are no *drives* or *bargains* to advertise, no specialties or exclusive sales, no closing-out sales or grand fall openings. Hence most butchers content themselves with doing what they can without advertising.

This perhaps accounts for the conservatism which the author deplores. He says:

Butchers are a particularly conservative class, slow to adopt new ideas—perhaps because the tools they use to-day are practically the same as in the days when Virginia was slain with a butcher's cleaver by her father to save her honor. At all events, they stand isolated from the great commercial body, because they don't grasp the truth of the saying that "Everybody who is anybody advertises." Give up the idea of cataloguing your goods; rake the deep and scrape the steeps for something new.

I wish I had space to print the whole article. It is all just as good as the above. Perhaps some time the paper will be enlarged. I will then give the butchers a chance.

***

MESSRS. MERCHANT & CO., of Philadelphia, send us another clever booklet describing what they will exhibit at the World's Fair. The gentlemen comprising this firm must certainly have been born outside of Philadelphia. The booklets they issue are patterns of enterprise, and the present Brownie volume is a liberal education to an advertiser. We advise our readers to send for a copy.

***

MR. JOSEPH FLEMING, who looks after the designing department of the American Bank Note Company, is, generally speaking, quite a clever young man, but he has no humor in his soul, else he might have appreciated the absurdity of stating that Gibson would copy an amateur. For people who may have forgotten the *raison d'etre* for these remarks, we may say that they refer to the paragraph and illustration printed in Fulkerson's Notes, in December issue. Here is Mr. Fleming's complaint.

You are away off your base in regard to Gibson's copy of Sadie de Vinne or any other drawing. You

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have got backwards. Sadie copies Gibson. Good Lord! he has a case of libel against you. Professional injury, don't you know.

Yours truly,

JOS. FLEMING.

***

THE following was sent to me by Mr. Curtis, as he thought it too good to keep:

St. Louis, Dec. 31, 1890.

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

GENTLEMEN:

We are "hustling" for the *Chaperone*, and want a slice of that $100,000 you are going to spend next year advertising the *Ladies' Home Journal*. We are publishing a Magazine that is knocking the "spots" off everything of the kind in the West. We mail you the December number as proof of what we are giving you. Our net price of a page to you—yearly contract rates—will be $50 for each insertion. There you have it! Awaiting your reply, we are

Yours truly,

The *Chaperone*,
W. D. PHILLIPS, Bus. Man.

***

I am glad to note the progress made by Col. Cockerill's papers, the *Morning Advertiser* and the *Commercial Advertiser*. No one knows better than myself the difficulties that beset the path of a New York daily in its early career, and the herculean efforts necessary to make it "go." I suppose the Colonel has now fairly begun to test the value of illustrations in daily journalism, and it will be interesting to note whether the pioneer in this direction returns to his first love or continues on the lines originally laid out. The advertising patronage has already been generous, and as advertising rarely goes out of pure goodness of heart, it is fair to assume that its customers have found it a good medium.



A SUGGESTION.



This is a sweetly pretty drawing; if it looks horrible to you your liver is affected and you should go at once to Smith's and take a large box of his invaluable liver pills.

AN EVERY-DAY TRAGEDY.

A MAN HUNG UP FOR A DRINK.

We will give 20 cents, each, for April, 1891, numbers.

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LETTERS FROM EVERYWHERE.

We propose to make the publication of correspondence more of a feature hereafter than ever before. Our readers are invited to write when they have something to say:

SHOULD WE HAVE SAID "FRANKNESS?"

NEW YORK, Jan. 11, 1892.

EDITOR ART IN ADVERTISING:

Town Topics presents its compliments to you, and thanks you for the high opinion expressed in your Christmas issue of its merits. We see no objection to your puffing "*Truth*," but we would be sorry for the opinion that our 100,000 readers would have of your appreciation of their literary taste, when you tell them that all there is in *Town Topics* to cause them to buy it is the immorality.

Very truly yours,
Town Topics.

HIS EAGLE EYE.

BOSTON, Jan. 12, 1892.

EDITOR ART IN ADVERTISING:

The January number of ART IN ADVERTISING came to hand to-day. It is a highly creditable issue, and you have a right to be proud of it.

I take a *little* of the credit for it to myself, for I can see very clearly, in the vast improvement in typographic accuracy which it shows over the Christmas number, that you have taken to heart, and profited by, my kindly-meant suggestion relative to more careful proofreading. Am I not "in it," therefore, *just a little?*

To be sure, there are one or two things—but then, there are spots on the sun, I understand; so enough of adverse criticism.

I hope you are doing as well as you deserve; if you are, you must be doing very well indeed.

Yours truly,
A. E. SPROUL.

AN AUTHORITY ON CALIFORNIA.

SAN FRANCISCO, Dec. 23, 1891.

EDITOR ART IN ADVERTISING:

Speaking particularly of the Pacific Coast, I am confident that the outlook for business during 1892 is good. Grain and fruit crops of every kind have been large, and prices have been and remain fair. Southern California is fully recovered from the ill effects of the disastrous boom of 1888, and is improving and increasing rapidly in population. The Central and Northern parts of the State are being opened up and settled more slowly, but the increase is steady and is made up of the best class of people. In fact, very few people come to the Coast to settle without money, which probably accounts for the fact that the State maintains the largest newspaper circulations in comparison with its population of any State in the Union, and that advertisers get larger returns than in any other section containing the same number of people. The people all have money to buy with and spend it freely, in accordance with the old custom and the surviving traditions of the flush times of early settlement. Oregon and Washington are prosperous and immigration is still coming in rapidly, although not as rapidly as during the past two or three years.

In my opinion, the World's Fair will not materially affect the foreign commerce of the United States, as that is a matter that is regulated by the tariffs. It will promote domestic prosperity, as the Centennial Exposition did, by creating a demand from a million or more people who will see there goods of domestic manufacture of the existence of which they are doubtless at this time ignorant. It will decrease the amount of advertising done by a certain percentage of manufacturers, who will charge the expense of making elaborate displays in Chicago to advertising account, and take it out of the newspapers as is usual with the short-sighted, one-eyed and one-idead. There are fortunately only a few of this kind left, and the fair will create more advertising than it spoils.

The Presidential election always injures business, though it will hurt the Pacific Coast less than any other section of the country, because we are not manufacturers. Our producers of grain and fruit and the products of the soil generally know that these things are always touched by Congress with fear and trembling, and that the farmer vote is so much feared and so eagerly sought after by the politicians of both parties that duties are not likely to be taken off, but rather that new products (which are being constantly experimented with in this climate) are readily made dutiable as soon as the quantity produced amounts to anything.

Yours very truly,
C. M. PALMER,
Business Manager San Francisco *Examiner.*

A POINT FOR SOLICITORS.

Dec. 21, 1891.

EDITOR ART IN ADVERTISING:

Replying to yours of the 8th, the advertising that we have done this year has been very satisfactory, and to such an extent that we expect to double our advertising next year, beginning with January, and intend to do it on the largest scale that we have ever done, during the month of March. Our cause for doing this is that in the month of March of this year we had quite as big a boom, comparing the money expended for advertising, as we are having this fall.

When we say that we are more than satisfied with our success, which we consider phenomenal, we nevertheless are puzzled by the fact that we notice various publications, not a year old, claiming to prove a circulation of a 100,000 subscribers, while our paid in advance subscription only amounts to 27,000, at one dollar per year, up to this writing, which has been virtually secured in fifteen months. In looking over the various publications each week and month we find that these same publications with such enormous subscription lists do not by any means advertise as extensively as we do; and the question that suggests itself is, are we following the correct method to get a large paid in advance subscription list quickly? This is the problem that is coming up for agitation after the holidays, as there may be a cause for a change of basis on the method of advertising that we have followed heretofore, which has been strictly in the biggest and best national publications that are published in the world.

Is the Presidential year better or worse for business, in our opinion? A ten years' experience has proved to us that the Presidential year is one of the very best, for the reason that the majority of advertisers do not advertise during the fall season of such a year, and it has been demonstrated to us by submitting our cause at that time that we get the benefit of being virtually alone. If the signs of the times are not all wrong we will be there considerably stronger in the fall of '92 than we have been during the fall of '91. Hoping that this answers your questions to your satisfaction, we are,

Yours very truly,
The Great Divide Pub. Co.,
H. H. TAMMEN, Manager.

PREDICTIONS FROM THE PROPRIETOR OF THE SAN FRANCISCO CHRONICLE.

SAN FRANCISCO, Dec. 23, 1891.

EDITOR ART IN ADVERTISING:

As to the outlook for 1892 and the prospects of business in the coming year, I would say that I look forward to great prosperity in 1892 for many reasons. First, because the good crops of the past year have given us a surplus which will bring from foreign countries a great amount of money, and the material benefits arising from the McKinley Bill will be more apparent during the coming year in the expansion of our manufactures and the increased demand for home manufactured products. The result of this enlarged demand will be a greater number of men employed in the manufactories and this, of course, will be a material factor in bringing a year of prosperity.

Regarding your second question, as to the probable effect

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of the World's Fair on the general commerce of the United States, I should say that the World's Fair will be an unquestioned benefit to the whole country. The Exposition itself is attracting the attention of the whole world to the United States and its resources. In discussing the Fair a natural conclusion is that it advertises the United States and turns the eyes of millions of people towards us, and in our own hemisphere thousands are thinking of visiting the Exposition. As the eye can take in more quickly the object lesson of a concentrated exhibit of the world's products and manufactures, necessarily more will be learned than would be imparted by any pamphlet or book, no matter how well written or how magnificently gotten up. The natural result of this cannot but be of material benefit to our own people in quickening their intelligence, and the reports of the various commissioners from the forty-five countries that have already officially accepted our invitation, will spread before millions of foreigners the great prosperity of the United States, and acquaint the masses of the old world, who have now but a faint idea of the wonderful manufacturing and producing resources of the United States, with our capabilities. From this brief summary the natural conclusion I would draw is, that the World's Fair will increase the internal and foreign commerce of the United States.

In answer to your third question, will the Presidential contest disturb manufacturing, I should answer, decidedly yes. There will be a natural anxiety until the result of the election is declared, whether free trade or continued protection to American manufactures is to be the policy for another term. If the Democrats succeed under the banner of free trade, it will simply mean the annihilation of the majority of the manufactories of this country. With this knowledge how can capitalists who have money invested in our factories help but be anxious, and the natural current of business must necessarily be disturbed until the result is known.

Respectfully yours,
M. H. DE YOUNG.

THE MATTER OF LEGS.

NEW YORK, Jan. 2, 1892.

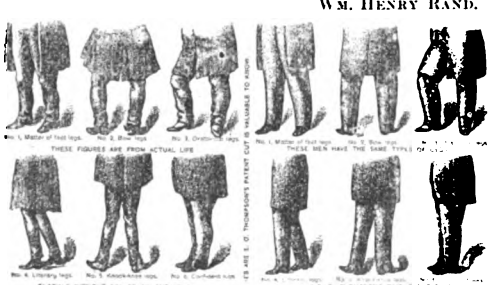
EDITOR ART IN ADVERTISING:

I am in no way interested in P. R. pants, nor for that matter in those made by Bro. E. O. Thompson, not having the pleasure of that gentleman's acquaintance. I am interested, however, in bright advertising, and know that you are, having often seen ART IN ADVERTISING while with M. B. Faxon, of Boston.

This circular was dropped on my desk this morning. Thought you might not have seen it.

I call it good, do you?

Yours very truly,
WM. HENRY RAND.



THE CIRCULAR.

SEND IT ALONG.

ART IN ADVERTISING CO.

Gentlemen: Your circular at hand, and we notice that you are about to sketch the careers of young men who have "got on." Being in business only four years and doing the largest exclusive furnishing goods trade, amounting to over a quarter of a million, would be pleased to give you full particulars if you saw fit to publish same. Trusting to be favored with a reply,

We remain respectfully yours, BRILL BROS.



ROY V. SOMERVILLE.

Who is convincing the advertisers of this country that Canada is a land flowing with milk, honey and money.

MEN TO SEE.

At the office of *The Home Maker*, Mr. J. Martin Miller entertains the wayfarer and declines many ingenious proposals to spend Mr. Carnrick's bale of bonds in making *The Home Maker* more widely known.

Mr. Fuller, at the Methodist Book Concern, is chiefly responsible for the mechanical excellence of their publications, but Mr. Baldwin, I believe, has charge of the cash appropriated for making their periodicals known.

At Worthington & Co.'s, the publishers, Mr. Worthington personally comes in contact with the various persons who desire to obtain temporary use of his money, and Mr. Glenn, of the Marcus Ward Company, does what little spending that firm do in this country.

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THE OFFICE KODAK.



SHE WAS POSTED.

Dolly (to visitor): "What is a fictitious character, Miss Green?"

Visitor: "One that is made up, dear."

Dolly: "Are you a fictitious character?"

NO USE FOR INITIALS.

Saleslady (to customer from Wayback): "Do you want handkerchiefs with initials?"

Customer: "Naw, I guess not, my ole woman can't read."

REJECTED.

He (with a cold in his head): "Dear Biss Ebbily, bay I offer you by 'eart 'd 'ad?"

She: "No, thanks, Mr. Jones, I'm a regular subscriber to Art in Ad. myself."

SUBURBAN.

Visitor: "What community of interests is there among the ladies of your village?"

Hostess: "The interests of the entire community."

INCOMPLETE.

Mrs. Billson: "Mrs. Struckit affects the antique in her house decoration."

Mrs. Dagget: "Yes, she told me the other day she was heart-broken because she couldn't get the shades of her ancestors for the parlor windows."

HARD TO PLEASE.

"I thought you told me you could do plain sewing?"

"So I can, Ma'am."

"Look at those stitches—I can see them clear across the room."

"Well—ain't that plain enough for you?"

RESPECTFULLY DEDICATED TO B. T. W.



"You have been losing flesh lately, haven't you?"

"Yes; I've been shaving myself."—*New York Dispatch.*

OUT OF SIGHT.

Dooley (with the paper): "The people in a town out West have sent their governor a petition a mile and a half in length."

Daffy: "Pooh! that's nothing—you ought to see my wife's shopping lists."

Appropriate instruments for a fisherman—cast'n-nets.

E. L. SYLVESTER.

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HOW I ENTERTAINED BERNHARDT.

By Edward W. Bok.



It was on the Monday morning in December following the close of Bernhardt's engagement in New York City. I was going from New York to Philadelphia. A friend whose acquaintance I made in Paris last summer passed through the car and stopped at my chair for a chat.

After passing a few pleasantries of the day my friend said:

"I am travelling with Bernhardt, you know. Madame is in the section just behind you. Come, and let me present you to her."

And in a few moments I was bowing to Sarah Bernhardt, and we were engaged in a lively tête-a-tête. Now, this latter fact sounds very well in print, but I fear the tête-a-tête did not sound quite so smoothly. The fact is that the Bernhardt's dexterity with the English language was far less noticeable than I had supposed or hoped. As to my French, I have met Frenchmen who spoke the language more fluently than I do. Hence, there was a sort of a discordant note in our tête-a-tête. However, when I didn't say "*Oui*" I smiled and nodded, and we were a most engaging couple.

After a delightful quarter-hour of this conversational sparring, my friend reappeared and laying a mass of newspapers and periodicals in my receptive lap, said:

"You will entertain Madame with this literature, will you not, while I see to the comforts of the company on board?"

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This commision had a very pleasant ring about it, and I accepted with alacrity. But I was soon to learn that "entertaining Madame with literature" was much easier said than done.

However, I knew there was a very flattering notice of Bernhardt, in connection with her Casino appearance the night before, in the New York *Sun*, and so turning to that gem in the coronet of New York journalism I soon found the article and handed it to Bernhardt. Fortunately her name was in the heading of the article, and she became interested. For ten minutes she studied the article, I can hardly say she read it: then handing the paper back to me, said:

"*C'est beau, n'est ce pas?*"

Of course, I acquiesced. I had hoped, however, that she would wish to read something else in the paper, but she was evidently not desirous of cultivating an acquaintance with any of Mr. Dana's gentle editorials.

In the *World* of the day before there had appeared a long article on Ernest Denormandie, the great French financier, and I found this article and gave it to Bernhardt.

"*Oui, je connais M. Denormandie,*" she said, as she immediately handed back the paper to me.

I came to the conclusion that the Bernhardt evidently didn't appreciate our daily journalism, and I resorted to magazine literature. Turning the leaves of the December *Century*, I called her attention to Cole's beautiful engravings and Abbey's Shakesperian delineations. For a few moments she roamed through the pages; then closing the magazine and balancing it for a moment between her thumb and first finger, returned it to me, smiling very sweetly as she said:

"*C'est assomant, n'est ce pas?*"

I did not quite comprehend whether that remark applied to the bulk of the magazine or the material of it. But I felt it was wisest for me with my limited vocabulary to say "*Oui,*" and I did.

It occurred to me that perhaps the Bernhardt liked something more of "the light and frothy order" of reading, and so I selected the December *Scribner's*. I turned to the illustrations of Albert Moore's paintings, and tried to impress upon her the beauty of their engraving. But my intentions were much better than was my French.

The Bernhardt scanned the pages for a few moments, and passed the magazine back to me.

"*Pour les enfants, je suppose?*"

Now, I have heard diverse criticisms of Mr. Burlingame's yeoman-like magazine, but I have never heard it classed as a juvenile periodical. But the French equivalent of "No" was an enigma to me and so I merely chirped "*Oui,*" feeling, all things considered, that it doubtless was the safest answer.

She nodded her head in a very self-satisfied manner, as much as to say "Yes, I thought so." I feel I owe an apology to Mr. Scribner in leaving this somewhat erroneous impression of the exact character of his magazine on the Bernhardt's mind, but I never felt the contracted condition of my French vocabulary so much as at that particular moment.

Heroically, I again sought the newspaper, and I selected a Philadelphia "*Ledger*" in which her repertoire for the coming week was printed. I knew she had doubtless seen such an advertisement before, but then I argued that she may never have seen it in just that particular face of type.

Mr. Childs turned out to be my saviour!

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Bernhardt studied the repertoire for some time, then her eyes flashed and I saw she was mad! Why, I couldn't imagine, although she explained it to me at some length.

After she had exhausted her vocabulary on her manager, I handed the *Figaro* to her, and my heart perfectly leaped as I saw her eyes sparkle and her hands clap in delight. But that state lasted but a moment!

With an undoubted suggestion of "that tired feeling" look in her face, she handed the paper back to me.

"*Americain!*" she said, contemptuously.

Then it dawned on me that it was the English edition of the *Figaro* I had given her. Naturally enough, I do not think I would have purchased the French edition for my own reading.

We were now at Trenton, and I knew I must "entertain" Bernhardt for another hour before we reached Philadelphia. Some way or other I conceived at that moment an indescribable longing for the Quaker City.

Just then I saw a gray cover peeping out of my valise. Funny I had not thought of it before! There, in my grip, was a copy of the magazine for which, during the past three years especially, I have cherished such a keen if silent admiration. And in a moment I had placed in the Bernhardt's hands the Christmas number of *The Ladies' Home Journal*. I felt that in this case my last thought was indeed the best.

The Berndardt examined the female figure on the cover a moment: then, there broke upon my ear:

"*Que cette femme est laide!*"

Of course, I said "*Oui*," but I carried that phrase with me, and having had it since translated I feel it would have been better had I treated that comment with a dignified silence.

"*Vos peintres Americains ne connaient pas les femmes. Ils n'en ont jamais vus*" came next.

At least, I thought this magazine was eliciting discussion, even though I could not enter into the spirit of it.

For fully ten minutes quiet reigned and I began to feel that the "leading family paper in the world" had secured a new reader. After a while, I casually looked over my shoulder to see what particular article the Bernhardt was reading, wondering if she had as yet reached the editorial page.

The Bernhardt was sound asleep!

Now, this was not exactly the effect I had supposed America's greatest woman's journal would have produced. She had evidently taken it as a potion, and so thorough was its work that she did not recover from its effects until we were speeding over the Schuylkill Bridge into Philadelphia.

The next morning I saw in the introduction of an account of the arrival of Bernhardt in Philadelphia:

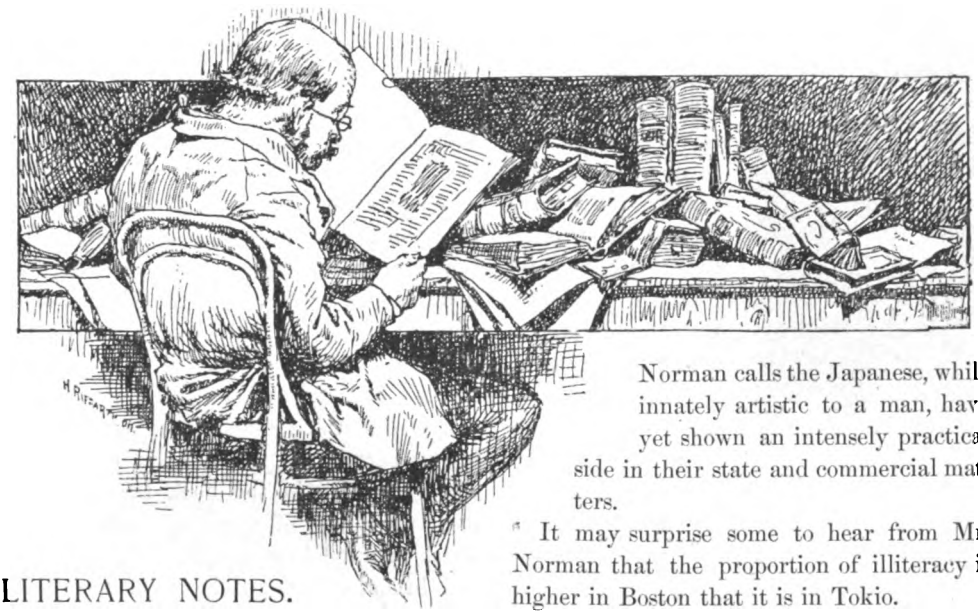
"Soon the Bernhardt came into view. A number of her company first came through the gate at the station: then came the great actress on the arm of her leading man, while at her other side walked Mr. Edward W. Bok, the editor of *The Ladies' Home Journal*, of this city. A retinue of servants brought up the rear."

Then I felt repaid for my efforts to "entertain" the Bernhardt! There was a nice, clean, free advestisement of the *Journal* right on the news-page of the leading daily in Philadelphia.

and this is another.

And now as I read over this little sketch I feel all the more repaid, having a stronger faith in "all that is grist," &c., especially if one has even a smattering of knowledge of "art in advertising."

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Norman calls the Japanese, while innately artistic to a man, have yet shown an intensely practical side in their state and commercial matters.

It may surprise some to hear from Mr. Norman that the proportion of illiteracy is higher in Boston that it is in Tokio.

"As regards the spirit of Japanese education," he says, "that was summed up for me in three words by H. E. Count Mori, Minister of Education, who has since fallen a victim of a Conservative fanatic: * * * Obedience, Sympathy, and Dignity."

Japan is the child of the world's old age; "therefore she is in danger of being spoiled," argues Mr. Norman, by the unvarying praise of her precocity which all travellers are unanimous in bestowing upon her. He has perhaps laid up as large an account against himself in this respect as any traveller. That the Japanese women were what fascinated him most is evident not only by what he writes, but by his illustrations, the majority of them being after photographs of *Geisha*, or dancing girls, taken with his own camera. Surely his opportunities warranted greater diversity. (Charles Scribner's Sons.)

LITERARY NOTES.

MR. HENRY NORMAN, who recently achieved greatness by breaking all records in sending a telegram from Vancouver to London, and receiving a reply in a minute or two, has more recently had greatness thrust upon him by marrying Miss Dowie, the young woman, who, it will be remembered, travelled through Europe in male attire and set down her experiences in her popular book, "A Girl Among the Karpathians." Mr. Norman's connection with the *Pall Mall Gazette* proved an open sesame everywhere on his journey around the world; but it was Japan which interested him most and which he, like so many other Englishmen, chose to study. As a result of his visit there he has just published "Real Japan," an absorbing book from first to last. It is a glimpse at the social and industrial life of Japan at this immediate time when Western ideas have largely superceded the Oriental in nearly all national institutions. These "Yankees of the Pacific," as Mr.

NOTWITHSTANDING the fact that Miss Agnes Repplier, that brightest of magazine essay writers, counts "Uncle Tom's Cabin"

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among the "Books that have hindered" her, the sumptuous new edition of it lately issued from the Riverside Press, testifies to the affectionate regard in which it is still held even by a generation to whom slavery is a mere tradition. Charles Dickens presaged the calmer criticism of a later day than his own when he wrote to Mrs. Stowe on the first appearance of her book:



FROM UNCLE TOM.

"If I might suggest a fault in what has so charmed me, it would be that you go too far and seek to prove to omuch. The wrongs and atrocities of slavery are, God knows, case enough. I doubt there being any warrant for making out the African race to be a great race."

But the people who read the book as fast as presses running night and day could turn it out, were roused to too high a pitch of sentimental enthusiasm for the negro to be aware that his virtues were overdrawn; and to-day the knowledge of the great good the book accomplished in its time tempers criticism, and insures for it a perennial popularity.

The present edition of the story is in two volumes, being expanded to this dignity by a profusion of illustrations and by a lengthy introduction, giving an account of how the book came to be written, and how it was received, with many interesting letters from celebrated people to Mrs. Stowe. The lustreless silk binding of persimmon red gives a foretaste of the luxurious and tasteful manner in which the books are made within. Mr. Kemble is no 'prentice hand at sketching the negro or Southern landscape, and it is to his clever pencil that the volumes owe much of their beauty. (Boston, Houghton, Mifflin & Co.)

THE "Three Tales," by William Douglas O'Connor, bear the stamp of a strong uncommon personality; ardent, generous to the point of overflowing, suffused with an intense love for humanity, abounding in idiosyncrasies, ideal, even quixotic, full of action and spirit, yet often carried beyond the pale of reason into the realms of the supernatural by an earnestness which knew no bounds. The best story in the book takes its title from the ghost of a young social idealist which haunted Beacon Hill, Boston, until it had brought about a change of heart in a certain wealthy friend of the flesh. The second tale, not so successful as the first, we think, has to do with social questions in the 13th century in England, involving Roger Bacon and Simon de Montfort. The merit of the book diminishes toward its close. (Houghton, Mifflin & Co.)



FROM UNCLE TOM.

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WHAT MAKES A GOOD PUBLISHER.



OU ask me how to be a good publisher. I only wish I knew; but I have learned some points, and most of them are in the line of things to avoid.

A good publisher or business manager, as he is sometimes called, must know a good deal about

Printing,
Paper,
Stereotyping,
Advertising Agents,
Newsmen,
News Companies,
Illustrations,
Editors,
Reporters,
Politics,
Finances,
Book-keeping,
Diplomacy,

and about half a hundred other things which most business men do not have to fuss with. I do not write this in a spirit of levity, but with a strong conviction that the publisher of a paper or periodical to be anywhere near perfect must be better than human, and but little lower than the angels.

HONESTY.

His first characteristic must be, in my opinion, a reputation for honesty. He will be more successful if he tells the truth, and people can rely upon his word. He must be able to buy close, but not to trim too fine—a delicate discrimination. He must be popular, but respected; by this I mean he must know how to handle men. When a mob of ignorant newsdealers wait upon him (and we have all met the newsdealers with varied degrees of trepidation) he must humor them, but at the same time let them feel his power.

DIPLOMACY.

Not the easiest thing for the publisher to do is to keep the counting room and the editorial room on speaking terms. If he is proprietor as well as publisher it will be easier; if it is the other way it is better (as a rule) that he were dead. More and more is put upon the publisher's shoulders; but strangely enough, the editor always comes first in glory and in consideration, and yet in my opinion his duties are as child's play in comparison with the publisher's. The mere matter of managing the money affairs is equal to an editor's work.

ENERGY.

The successful publisher is a hard worker who practically knows no limit to his working hours. Unlike the editor, the paper is not off his hands when printed, but then begins the rub. He has not only to make the mechanical end do its work in the least time, but he must talk a year, perhaps, to show the editor why the forms must be closed up at such and such a time. His energy must communicate itself through the whole force; the *esprit de corps* depends on his own personal example. His schemes and plans must permeate the counting room, and they must be so good as to command respect and admiration.

INFORMATION.

A knowledge of a technical business, such as publishing, comes like all other valued information, from experience; and the business man of a publication (daily, weekly, or

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Riggens & Holbrook offer the greatest chances, etc., etc.

monthly) must have a good deal of experience. In the matter of paper, which is in this day and generation made from trees and earth—the product of the tree being in a strong minority—it is not easy to say when the reader is being abused and when the stockholders should be satisfied. The same way all through the mechanical departments. The men who want to show you how to set type at half cost and quarter the time are legion; the paper man who tells you in strict confidence that you are an idiot for using Smith's paper, and that he is buying race-horses on the profits of your insanity; the stereotype man who will put in a whole photo-engraving department for less than your last month's engraving bill, call for some of the blandishments the publisher has learned to "size up," and carry it all off smilingly, and extract that which is good.

I might go on for pages defining the best characteristics of a publisher. In brief, he must be a good fellow, with sense not of the commonest kind, but of the rarest kind; yet all these attributes are as nothing if he be not blessed with good health. If he be not healthy let him never attempt to grapple with a printing press.

AN OLD PUBLISHER.

FROM KOLLEGE TO KITCHEN.

Oct. 21, '91.

No chances for a woman in these days? There's more chance than ever, because more avenues are open to her. The whole country is crying aloud for good cooks and intelligent domestic service. Where can either be found?

KATE FIELD, Editor *Kate Field's Washington.*

We cordially—if metaphorically—clasp hands with Miss Field on the servant girl question.

Until that is settled it is undoubtedly a wicked waste of words to discuss the subject of a young woman's chances in business from any higher point of view. In behalf, however, of the few bright girls who may be left over after our country has been supplied with cultivated cooks and college bred scullery maids, we think that something more pertinent and encouraging might be said.

MR. F. A. KENNY, of Portland, Oregon, sends me a copy of the *Morning Oregonian*, containing a copy of a long advertisement of Messrs. Riggen & Holbrook, whose faces recently ornamented all the magazines. We cannot give much idea of it on account of its length, but it starts thus:

Did you ever think of the great revolution that's constantly going on in cities? We mentioned Carthage lately. It's quite a study. One Scipio, who owned lots in Rome, devoted considerable attention to blotting Carthage out. Eventually did it. They say he wept over the ruins, and cried "This, O Rome, must one day be thy fate!" Yes, revolution's going on all the time. Macaulay once got in the same slobbery mood over London, and had a vision of a wandering New Zealand artist perched on a broken arch of London bridge, sketching the ruins of St. Paul's. Sad! Very sad!! Still there's compensation going on all the time. Through evolution we're defeating revolution. Do you know what evolution is? Well, it's decidedly more fetching than revolution. It's more comprehensive and more scientific. Most people associate it with the origin of man, evolving him from a monkey by the enlargement of the frontal and the curtailment of the prehensile appendage. Some take it for the explanation of a nebular hypothesis. All nonsense! Herbert Spencer says that it's "an integration of matter and concomitant dissipation of motion; during which the matter passes from an indefinite, incoherent homogeneity to a definite, coherent heterogeneity, and during which the retained motion undergoes a parallel transformation."

and so on, ending with an observation to the effect that the Portland lots sold by

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Riggens & Holbrook offer the greatest chances, etc., etc.



A SUGGESTION FOR CARRIAGE BUILDERS' ADVERTISEMENT.

MAN ABOUT TOWN.

Mr. Frank G. Potts, of Blakely Hall's *Truth*, is preparing to make the paper known everywhere.

Speaking of *Truth* reminds me that Mr. Hall has also taken upon himself the editorial conduct of Mr. Waterbury's *Week's Sport*. Mr. Hall is doubtless an extraordinary capable man, but I would rather see him devote all his energies to *Truth*.

Mr. J. H. Cook, advertising manager for McCall's list of Fashion papers, is adding fresh laurels to the garland already won by this enterprising family. Between this young man and his brother, Willet F., the name of Cook is likely to go thundering down the ages with a clatter that will make us wish we had all been born deaf.

A REVIEW OF REVIEWS.

Mr. Robert Louis Stevenson, in one of his most lucid invervals, depicts with marvelous fidelity the feelings of a man who has just drawn a card that condemns him to take his own life. Slowly the deal is made to the members of the Suicide Club, and as the face turns up and the fated card is not yet theirs, a sigh of relief escapes from the men who have temporarily escaped.

It is a sensation akin to this, I imagine, that fills the breast of Mr. Hazen, of Mr. Drisler, and of Mr. Mix, as they contemplate each month's increase of advertising, and calculate whether they can carry any more. It may be an act of rare human kindness therefore, to repeat what I overheard a lady remark on the train to Boston.

"Seems to me these magazines are losing



To keep dining, private, and hotel cars free from disagreeable odors has been a study since they were first introduced. One odor that gave much annoyance was that arising from common soap used with hot water, but this can be prevented by adopting the Ivory Soap for all purposes. It is the only laundry soap that is entirely free from this objection.

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ground. The December numbers had twice as much matter in them, but now they are nearly all filled with pictures and reading matter. I like to know what's going on in the world."



I smiled to myself as I thought what this lady would say if she ever received an advance copy without any advertising at all.

The February numbers are before us, and we note the advance guard of spring advertising. Mr. Ellsworth, in the *Century*, opens up with what is perhaps the most effective advertisement of his Dictionary I have yet seen, and I think it is only fair to say that the advertising of this periodical is exceptionally good. A general toot toot follows about the excellence of the Century Company in general, and of all they publish. Houghton, Mifflin & Co. have as usual an ideal book page.

The Dingee & Conard Co., however, take the lead with a carefully prepared four page "reader." Roses form the subject and the treatment is careful and painstaking. It is cleverly illustrated, and, taken altogether, will be read with much interest. I am glad to see the seedsmen occupying their proper place. Powers has a particularly realistic page on Pears' Soap. Ivers & Pond have a good page in which they declare that they "love risk and trouble." They ought to be canonized. The Æolian Co. has a page bristling with sound reasons why you should have one of their instruments. I notice among new things the announcement of a landscape gardener. He ought to do well.



We need him. The Aermotor Company occupy a full page, but not quite so much to their advantage as they might. Life's too brief to read so much small type.

Spence Hot Water Heaters, Columbia Bicycles, Vinolia Soap, Chicago & Rock Island, Remington Typewriter, The Yost Writing Machine, Scott's Emulsion, Franco-American Food Co., Carlsbad Sprudel Salt, Murphy Varnish Co. and Ivory Soap, all occupy full pages in a creditable manner.

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W. Atler Burpee & Co. have two pages, Robt. Scott & Son, Wm. Henry Maule, Peter Henderson & Co., John Lewis Childs and J. Wilkinson Elliott, each have a page all more or less crowded. Burpee's is the worst in this respect, and Mr. John Lewis Childs a good second. Yet both are shrewd advertisers, and usually get back all they bargain for.



Notable among the full pages is that of N. W. Ayer & Son, the advertising agents. It is about time some of these firms took a little of their own medicine. The page is well written and will do good all around.

In *Harper's:* Many of the above are duplicated, but a change of copy is noticeable in Pears' Soap, Ivory Soap, Carlsbad Sprudal Salt and Scott's Emulsion. The largest advertisers are invariably the ones who take the most trouble with their copy—it ought to be suggestive to the others, if nothing else. Neither Mr. Drisler nor Mr. Mix captured the Dingee & Conard inset, though they got back a little on the Oregon business. "Where the Tide Flows" occupies a page in each against Mr. Hazen's half, and the merry war goes on. It is very neatly printed.

The opening pages of Harper's books are all tastefully set up with the same meaningless "testimonials" under each. The Garfield edition of "Ben Hur" being a notable exception. This is quite an innovation for the Harpers, and I hope they will do so some more. Buffalo Lithia Water displays their mineral collection once more, and the quarter page of Wheeler's Digestive could readily be improved. And the same can be said of Hostetter's Stomach Bitters.

Among the smaller advertisements which denote care in preparation and tasteful setting are the Smith Granite Co., California & Santa Fe R. R., Pitcher & Manda's half page, Johnston & Stokes, Hartshorn's shade rollers, Scoville & Adams, Eastman's "Daylight," Roy V. Somerville's quarter page, which I am glad to see, and the small one-eighth page circle of the *Boston Herald.* Harpers have also made decided improvement in their type setting, and as a general rule the pages are tastefully displayed.

Scribner's opens with an interesting forecast of what the magazine will be in 1892. I always read the magazine notes with great interest, even if I have to let all the rest go. Some startling information regarding Binding Agencies next follows, and after Houghton, Mifflin & Co.'s page, we strike half a dozen pages of Scribner's own book announcements with the tiresome and unconvincing testimonial as an accompaniment. How would this do for a change:

DEAR MESSRS. SCRIBNER:—

I have just finished one

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copy of "The Life of Austin Phelps," and feel like a new man. Before reading your peerless publication I could only sleep standing on my head. Now, thank fortune, I am able to sleep all the time. I will recommend it to my neighbors.

It is only fair to add, however, that the Scribners have decency enough to allow rival publishers to come in before themselves.

Van Houten's Cocoa opens with the first page with a picture of Mr. Pecksniff, a gentleman of slight acquaintance with the American public. The headline "Temperance Kills," is self contradictory, and the next line, "Men Abstain from Alcohol and Kill themselves with Tea and Coffee," is sheer nonsense.

Mr. Packer has a short chapter on "Chaps" that will bear repeating.

> The dear little "chap" that mother likes,
> The great big "chap" that sister likes,
> The irritating "chap" that nobody likes,
> All join hands with the medical "chaps"
> Who say Packer's Soap is, etc., etc.

Practically the same full pages are here as in the other two with perhaps one or two exceptions. The Frost comics are always laughed at, but it seems funny to print stuff like this and expect a man to pay 25 per cent. for facing it. He ought to have 25 off.

> Miss Kansas (back from Paris). Auntie, did you see my chaperone?
> Aunt Jane. No. What color is it?

Mr. Peter Henderson exults in a beautiful name for a new tomato, Ponderosa, and offers $500 for the biggest result. It seems a good idea.

There are a number of the smaller advertisements that are notable for neatness and the care with which the composition is arranged. Fair & Square, I think, might be more dignified and to the point. The Dear Blanche business is not quite as good as some of the others.



CADBURY'S COCOA

ABSOLUTELY PURE THEREFORE BEST.

NO CHEMICALS USED.

SOMETHING WELL DONE ON THE "OTHER SIDE."

PAYS THEM ANYHOW.

A merchant of this city came
To me the other day,
And asked me, as he spoke my name,
"Does advertising pay?"
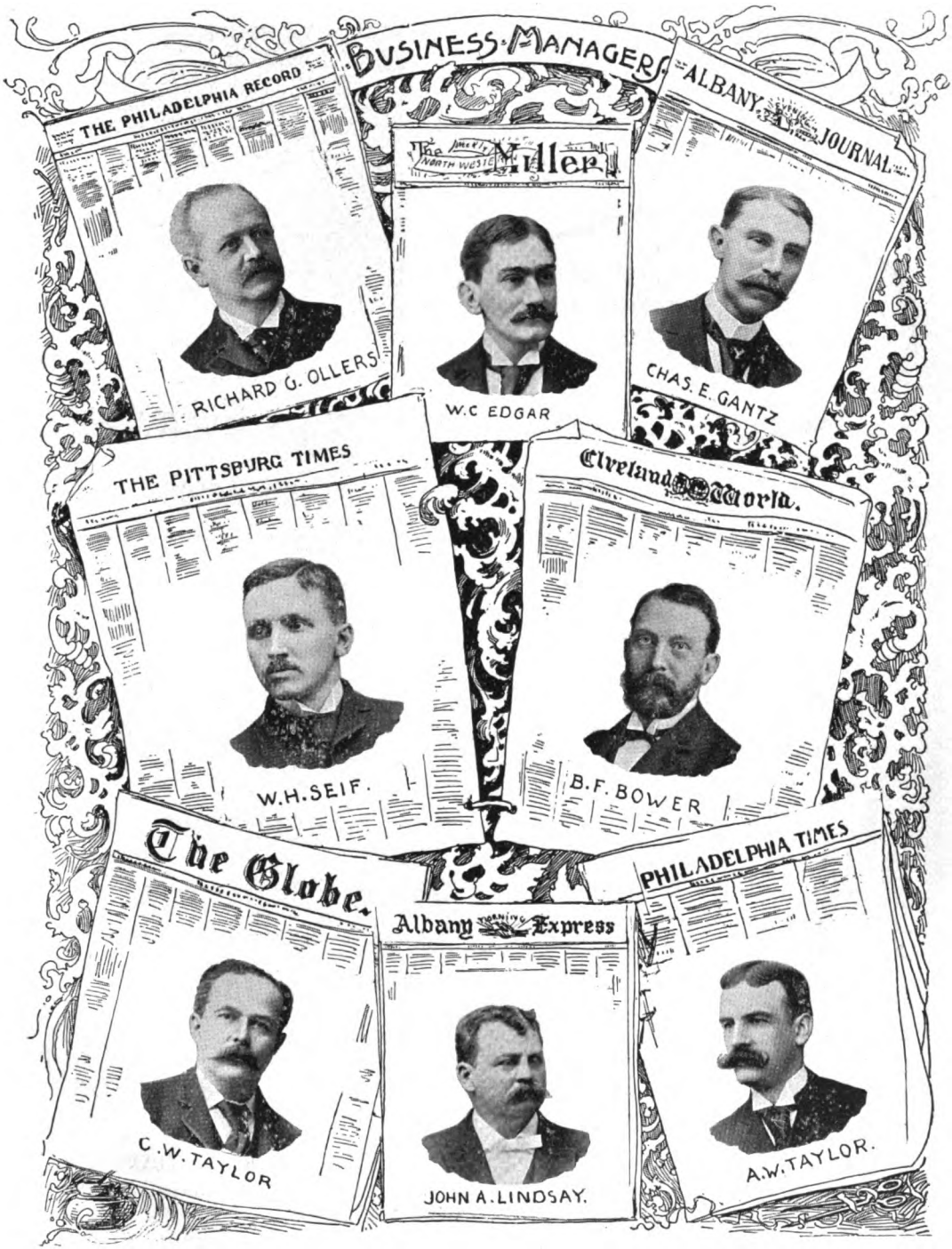
He knew me as a smart "expert"
On whom he could rely,
And therefore did not seem much hurt
When "yes," was made reply.

"Who does it pay?" he then inquired
And stared me in the face,
Until I felt my bosom fired
With anger at this "brace,"

"It pays," said I, and fixed my gaze
On him, "most men I see,
At all events, it often pays
Newspaper men and me!"

J. S. G.

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Inquire of
General Advertisers
About the **BOSTON HERALD.**
The Paper of
New England.



Monthly, 25 cents. *Yearly, $2.50.*
Sample Copy, 10 cents.

REVIEW OF EVERYTHING
for
EVERYBODY.

Is your ADVERTISEMENT There?

THE REVIEW OF REVIEWS,
13 Astor Place, New York.

300,000

Paid Circulation at $1.25 per line,

If your order is received by

March 10th.



Guarantees a Paid Circulation of over 300,000 Copies for its April Number, and an average circulation for the balance of this year not less than 300,000 copies per issue.

Rates advance to $1.50 on March 10. Place your order in time to secure present low rate. For estimate, write to the publishers, S. H. Moore & Co., 27 Park Place, New York.

SPECIAL

A large slice of Your Appropriation for 1892 should be placed in Chicago; $1,000,000 a month, for the next 17 months, will be expended on World's Fair Construction.

GUNNING'S

WORLD'S FAIR BULLETIN BOARDS

HAVE OVER

A MILLION READERS A DAY

And are the best and cheapest means of reaching

ALL CHICAGO.

THE R. J. GUNNING CO.,
Advertising Sign Contractors,
297 Dearborn St., Chicago.

3,000 Wall-sign spaces under lease in Chicago alone.

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A STRIKING TESTIMONIAL.

GERMANIA BANK OF ST. PAUL. ST. PAUL, MINN., Dec. 10th, 1891.

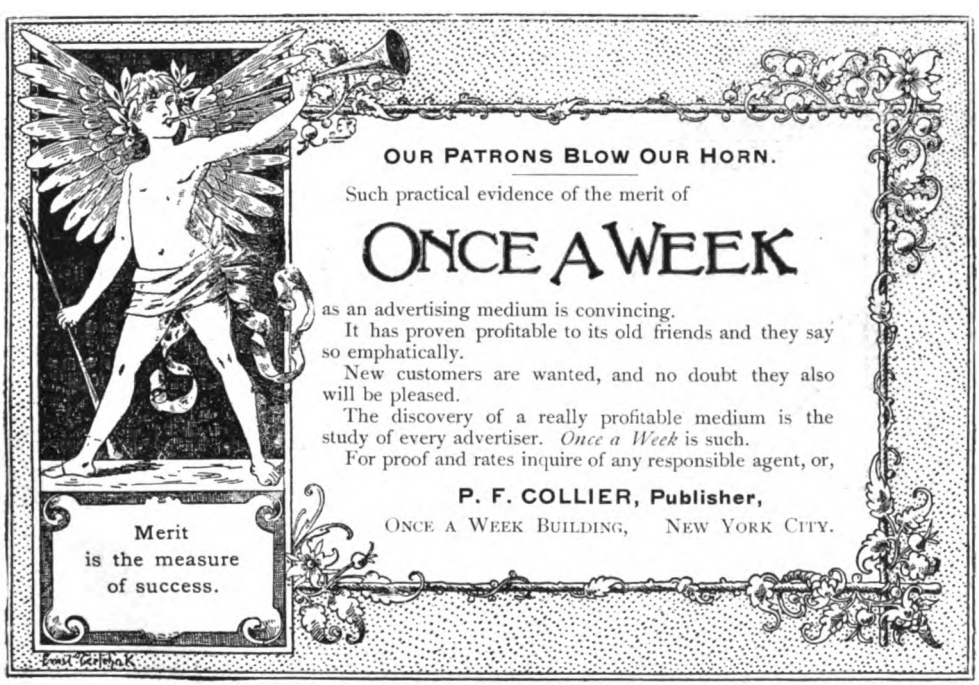
ROBERT BONNER'S SONS, NEW YORK.

Gentlemen: Some years ago I informed you that what little English education I possessed I obtained mainly through the *Ledger*, never having an hour's schooling in this country. I thought then that it might influence other foreign-born citizens, who do not speak the English language, to read the *Ledger* if they knew my history. I never noticed any remarks of yours about it, unless they appeared during my absence in Europe, during which time I lost some copies. Well, you may not have considered it of sufficient importance then, and may not now, but I will repeat it, nevertheless.

I was born in Baden, Germany, in 1834; came in my seventeenth (1851) year to America; commenced reading the *Ledger* in 1854, and have read it ever since. I picked up through the *Ledger* enough English so that in 1855 I was able to go into business for myself. In 1858 I was nominated for justice of the peace, and in 1861 I was appointed postmaster at Huntington, Indiana, by President Lincoln, which office I resigned in 1865, and accepted a position in the Treasury Department at Washington. During the time I was postmaster I acted as agent for the *Ledger* through The American News Company. In 1866 I was appointed United States Consul at Matamoras, Mexico, which office I declined but accepted a position as United States Internal Revenue assessor in Indiana, which I resigned in 1868, and came to Minnesota, where I carried on the mercantile business till 1876, when I was appointed United States Internal Revenue collector, which office I held until 1885. Organized above-named bank in 1884, as its cashier, which position I hold now, the bank owning an eight-story brownstone building—cost $250,000—with $70,000 undivided profits—and has paid a four-per-cent. semi-annual dividend on its $400,000 capital since 1885. In 1888 was elected alderman of this city, receiving the largest vote of any candidate who ever ran in this city. Was elected president of the council, which position carried with it the acting mayorship during the mayor's absence; held the office two years; declined further public office. Am now treasurer of six different important societies.

For nearly all my success I have to thank the *Ledger*, and I want to thank my old friend Robert B. especially. Will add, that at first I did not like the way you "boys" conducted and changed the paper (we old fellows hardly ever are satisfied with young men's changes), but I am reconciled now to the change.

Yours truly, WILLIAM BICKEL.



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THE GOOD THINGS

we have to sell.

BOUND VOLUMES

Vol. I. and II. can be had in single binding. It is a mighty interesting book.
Price, $2.00.

TYPE BOOK

A selection of types appropriate to the use of advertisers. Each type specimen has its proper name. It also contains some very good pointers about the preparation of copy.
Price, 25 cents.

ELECTROTYPES

Electrotypes of covers and miscellaneous engravings are sold at prices that should interest you. There are many illustrations used in ART IN ADVERTISING that would be useful to advertisers; the covers would make fine catalogue designs. Particulars on request.

THE BINDER

We have just received a letter from a man in Australia telling about a stiff cover he had made to keep his ART IN ADVERTISING in good condition; he evidently did not know about the binder. Don't go to the trouble and expense of having a binder made.
Price, 60 cents.

If you want to interest advertisers let your advertisement be reprinted in ART IN ADVERTISING. We do not promise 50,000 sample copies (we don't believe in them), yet we guarantee to reach the leading advertisers as they are paid subscribers.

ADVERTISING RATES:

$75.00 second and fourth cover pages, per month.
50.00 inside page, $12.50 inside quarter page,
25.00 " half page, 5.00 " one inch.
35 cents a line.
10 per cent. for yearly contract.

ART IN ADVERTISING CO.,

80 Fifth Avenue, New York.

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ART IN ADVERTISING

There is only one "Judge" and this is the one.

Judge

Send for revised rate card and sample copy.
WILLET F. COOK, Advertising Manager,
110 Fifth Ave., New York.

WANTED TO BUY.

A good interest in a well-to-do weekly or monthly paper, published in New York, by a gentleman of experience. Address, Experience, office of Art in Advertising.

"TURN OVER A NEW LEAF"

is the title of a useful circular. Write to 39 Corcoran Building, Washington, D.C., for a copy.

GOLDTHWAITE'S

Geographical Magazine

CIRCULATION UNIVERSAL.

The Best Medium in the World for General Advertising.

FRANK LESLIE'S ILLUSTRATED WEEKLY

WILLIAM L. MILLER, M'g'r Advertising Department. 110 Fifth Ave., New York.

"SOME WINTER RESORTS AND HOW TO REACH THEM."

Just published. Brief, Beautiful, Useful. Ten cents in stamps. THE TRAVELERS' BUREAUS OF "THE NEWS SERIES," Herkimer, New York Office.

RETAIL MERCHANTS—Publish your own newspaper. Costs less and more effective than local paper. Illustrated stories, fashions, etc. Write us. TIMELY TOPICS CO., 295 Washington Street, Boston.

Dodd's Advertising Agency, 265 Washington Street, Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

By the Eye your ad. should catch the people
By the Ear and hold them until they are eager to
Buy the Goods you wish to sell. Can I help? Write.

W. A. BABBIT, Advertising Specialist,
60 North Union St., Burlington, Vt.

ECONOMY IS WEALTH.

Practice it by advertising in the *high-priced* weeklies and monthlies. *They pay best in the end.* Low figures and for *cash only.* Address H. M. RICH, Advertising Agent, P. O. Box 52, Baltimore, Md.

ART IN ADVERTISING

ADVERTISING SCHEDULE.

Last page,	per year,	-	$810.00
Second "	"	- -	810.00
Inside "	"	-	540.00
" " (half)	"	- -	270.00
" " (quarter)	"	-	135.00
Last " per month,		- -	75.00
Second " "		-	75.00
Inside " "		- -	50.00
" " (half) per month,		-	25.00
" " (quarter)	"	- -	12.50

Applications for space should be addressed to the

ART IN ADVERTISING CO.,
80 Fifth Avenue, New York.

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5 LINES ONE YEAR 300,000 COPIES A MONTH, $84 00

3,600,000 COPIES CIRCULATED IN THE YEAR, PROVED

IF ORDER IS RECEIVED * BEFORE MARCH FIRST 1892

ADDITIONAL SPACE, AT ANY TIME, SAME RATE

THE

MAYFLOWER

FLORAL PARK NEW YORK

25,000 COPIES PER MONTH GUARANTEED

THE PUBLISHERS OF

ARTHUR'S HOME MAGAZINE

have the pleasure of announcing to our advertising friends that a New York Office has been opened at 500 Temple Court.

MR. FRANK E. MORRISON, MANAGER.

Sample Copy Free.

ARTHUR PUBLISHING COMPANY,

Walnut and Sixth Sts., PHILADELPHIA.

TO help our advertisers is to help ourselves. That is our basis of business and it properly explains the steady growth in the demand among the shrewdest and best advertisers for space in the



L. S. STONE, Eastern Agent, 23 Park Row, New York.

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Solid Facts—

THIS IS WASHABLE PAPER. ★

It's peculiar, tear a corner of it, it's tender when dry. Wet it and it's tough.

Try it, you can wash it like a piece of linen cloth!

"Singular" you'll say. Wet it, soak it, rub it, scrub it, squeeze it and let it dry—as often as you like.

When you get done, you'll still see on it that

200,000

IS OUR AVERAGE MONTHLY "CIRCULATION GUARANTEED AND PROVED."

CONDENSED SCALE.

VICK'S ILLUSTRATED MONTHLY MAGAZINE.

DEVOTED TO CHOICE LITERATURE, FLOWER CULTURE AND HOME INTERESTS.

Rates for **Advertising.**—Per Agate line, per time. Ordinary advertisements **$1.25.** Reading notices, **$2.50.**
Net rates on ordinary advertising.—3 months or 200 lines **$1.18.** 6 months or 400 lines **$1.12.**
9 months or 600 lines **$1.06.** 1 year or 1,000 lines **$1.00**
Advertisers may use either scale of discounts, but *cannot combine the two.* Publication office at Rochester, N. Y.

The last forms close on the 10th of month preceding date of issue, *i. e* January issue closes December 10th.

Length of column 10 inches. Width of column 2¼ inches. All advertisements are measured in Agate, 14 lines to the inch.

☞ *Less than 5 lines charged one line extra.*

Address all orders for advertising:

VICK PUBLISHING CO.,
38 Times Building, New York.

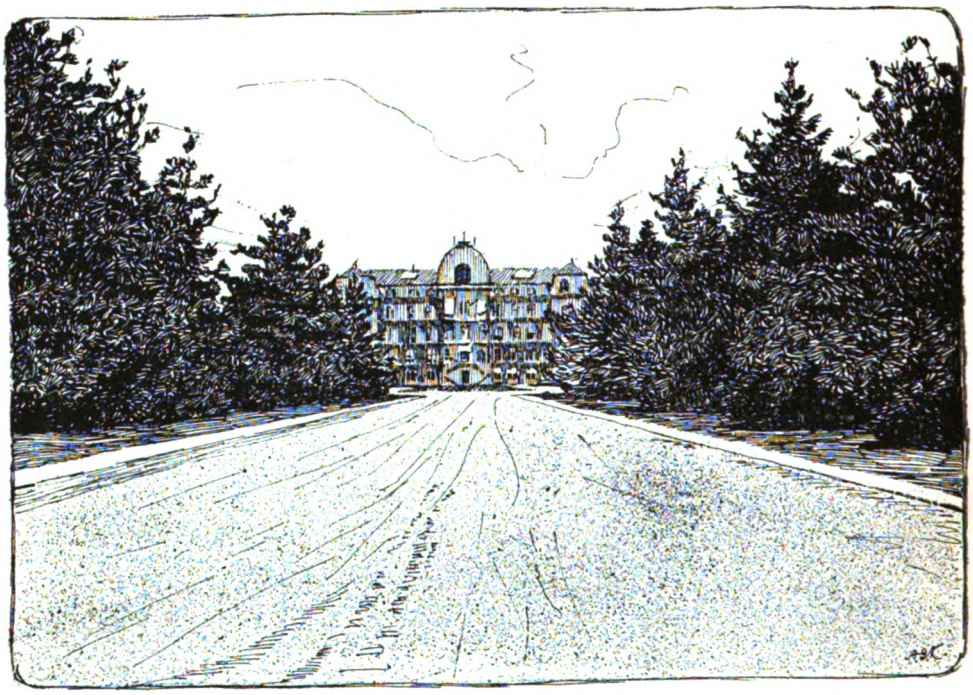
H. P. HUBBARD, MANAGER.

You can't wash it out for IT'S SO!

QUERY: Why not use it?



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ENTRANCE TO VASSAR COLLEGE, POUGHKEEPSIE.

ON THE LINE OF THE NEW YORK CENTRAL AND HUDSON RIVER R.R.

Along the line of the New York Central and Hudson River Rail Road are many points of romantic and practical interest. Not far from New York is Sleepy Hollow, the home of Washington Irving. Here also is the spot made famous by the capture of Major Andre during the Revolution. Cro Nest, West Point, Anthony's Nose, Tappan Bay, Newburg—Washington's Headquarters during the Revolution—and many other delightful excursions are within a day's distance of New York, and visitors to the metropolis cannot spend twelve hours to better advantage than is afforded by a short run up the Hudson on this famous road. Trains leave almost every hour.

JOHN M. TOUCEY,
General Manager.

GEORGE H. DANIELS,
General Passenger Agent.

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To reach the buyers pockets advertise to the women. They either make the purchases or control them.

Nostrand's Fashion List

of established mediums exclusively for women of position and means.

☞ NOTE CIRCULATION AND RATE FOR ENTIRE LIST.

PLACE.	PUBLICATION,	CIRCULATION.	PUBLISHERS RATE.
New York,	L'Art de la Mode,	32,000	.25
"	Revue de la Mode,	25,000	.25
"	Domestic Monthly,	35,000	.50
"	McCall's Bazar Journal,	25,000	.25
"	Le Bon Ton,	25,000	.30
"	Dry Goods and Fashions,	20,000	.25
"	Modes & Fabrics,	250,000	1.25
Rochester,	Mirror of Fashions,	10,000	.12½
Philadelphia,	Home Queen,	40,000	.25
St. Louis,	Fashion and Fancy,	30,000	.30
Chicago,	Young Ladies' Bazar,	20,000	.20
	Total,	512,000	$3.92½

Advertisements will be inserted in the entire list as follows: per agate line, each time, 1 month, $2.90; 3 months, $2.75; 6 months, $2.60; one year, $2.45. No advertisement for less than the price of 4 lines. Copy must be received on the 12th of the second month previous to date—thus, matter for April numbers must be in hand February 12th.

A copy of each publication will be sent the advertiser during life of contract.

These mediums are calculated to yield more than satisfactory results. An estimate on part of the list will be given, and any fashion journal not included herein will be added if desired.

Address,

F. W. Nostrand,

51 & 52 Tribune Building, New York.

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Volume 4 No. 5. Devoted to Art, Literature, Science and the Home Circle. M. N. 41. Price 6 c.
Published and Copyrighted MARCH, 1892. By Morse & Co, Augusta, Me.

"A Million a Month!"

COMFORT claims to be the most popular paper taken by the great middle classes. While its enormous circulation is largely among the residents of small towns and farming districts, yet it has quite a following in the cities. It is clean, well-printed and profusely illustrated. No expense is spared to make it a thoroughly good family paper. Circulation is now over a *million a month.* "If you put it in *Comfort* it pays."

For space apply to any of the agencies or to the Publishers, GANNETT & MORSE CONCERN, Augusta, Maine. W. T. PERKINS, Manager, 23 Park Row, New York.

THE CAXTON PRESS

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UNIVERSITY OF MINNESOTA
walt,cls v.3-4
Art in advertising. An illustrated month
3 1951 000 749 156 0

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